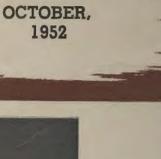
In this Issue: President's Message Our Contest Progresses Planned Program We Still Insist

A Progressive Leader - American G-I Forum's National Director: Dr. Héctor P. García



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.

and the state of the

Santa Fe, the City of Holy Faith, the only naturally airconditioned city in the world...

ANXIOUSLY AWAIT YOU



Editorial:

It has only been a few days since our first issue, that is, the first issue that we had the pleasure of preparing and publishing for you, came off the presses and was sent out to you.

With all our fingers crossed, we are earnestly and sincerely praying that it may have come up to what you have a perfect right to expect, and that it may have represented to you all that you have desired your Official Organ to be.

It was no less than eleven years ago that we offered to do for LULAC what we are attempting to do now; to publish LULAC NEWS, to deliver it into the hands of each and every member, and above all to make it self-suporting.

Our then National President saw fit to reject our offer. A former National President later entrusted us with its publication on the no-sponsor-no-NEWS basis and we could not do a satisfactory job, n'ow, THE SKY IS THE LIMIT.

We sincerely hope that this time LULAC itself will not turn us down. Our present National President and Supreme Council is doing everything in the world to help, because they recognize the fact that this will give LULAC its greatest opportunity to iulfill its obigation to its members in the publication and distribution of LULAC NEWS.

IT IS UP TO YOU, NOW! And when we say "YOU" — we mean every National, Regional, District, and Council Officers, we are all going to have to get into the act. Yes, and every member too, men, women and Juniors. Yes, You! Seniors and Juniors! Brother and Sister Lulacs. You are the ones that are either going to make or break LULAC NEWS! Again, may we express our sincere and fervent hope that LULAC will NOT turn us down — now. Our National Officers are doing — and will continue to do — their part. Again we say: IT IS UP TO YOU NOW!

All you have to do is to take to heart the many ways and means that LULAC NEWS is putting into your hands —through its pages — to enhance YOUR work for LULAC and for you to help us do OURS.

Your monthly Reports of activities for "Around The Lulac Shield" and for our new "LULAC NEWS BOUQUET..." Department, must reach us regularly and on time. Your Council roster is needed so your members may get the NEWS individual'y. The sooner you attend to this chores, the better we will do your work. If your Council has no Reporter and your Secretary has too much work, see that one is appointed immediately. Do not forget to photograph all your activities, this is essential to LULAC NEWS and to your own records, just remember that "one picture says more than ten thousand words."

Someone said, at our last National Convention, that "some charitable souls wanted to take over LULAC NEWS... just to make some money for themselves with it..."

The only hope — the only aspiration — the only interest — of this "charitable soul" is to give LU-LAC what it should have had long ago — a really self-supporting Official Organ that will truly reflect the Spirit of Lulac in all its glory.

BUT — in order to achieve that — SINCE WE CANNOT DO IT ALONE — we must perforce repeat what our National President told you in his first Message: "TO THAT END WE NEED GOD'S HELP AND YOURS."

A MESSAGE FROM THE NATIONAL PRESIDENT



Dear Brother and Sister Lulace.

By the time you read this Message, our schools and colleges will have sounded the call for our children to return to the various institutions of learning of their choice.

Once again the school terms will begin for another session of books, lectures and examinations. Once again many of our children will fail to answer the call for some reason or other. Sometimes the reason will be serious one of sickness or of downright hardship. The one of scikness or of donright hardship. The great majority of the time, sad to say, it will be the fancied reason that the youngster wants to go to work to earn a living and once more another Latin American will join the great rank of laborers, farm hands, laundry, factory or other menial workers. In the words of Gus García, "he or she will ioin another generation of Latin American illiterates."

A few short months ago statistics were released by Dr. Little of the University of Texas showing that the Latin Americans of Mexican descent are multiplying from three and a half to four times faster than the Anglo population in Texas and that in less than ten years over fifty per cent of the scholastic population in all institutions of learning in Texas would be Latin American. By the same token the study showed that in approximately twenty years if the same ratio contineous over fifty per cent of the overall population in Texas would be Latin American.

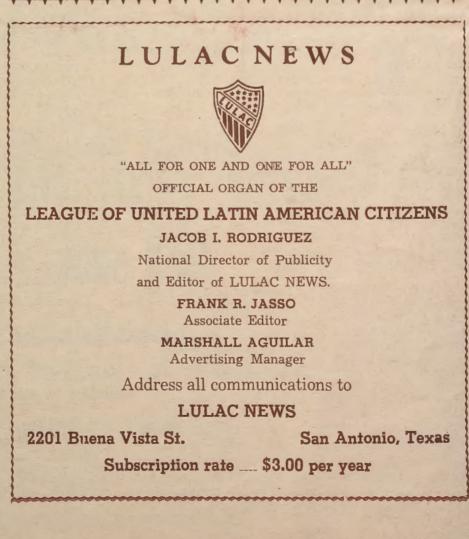
There is no reason to-doubt that this ratio is the same in the States of New Mexico, Colorado, Arizona and California where the Latin American population in proportion to the Anglo American population is substantially the same as that in Texas.

This situation is one that has caused much concern to your Lulac officials. We have realized fully in looking back over the last five years of Lulac expansion; especially since the end of World War II, that the Latin American in Southwestern United States has been unable to cope with this challenge to Latin American leadership. To be perfectly frank, we are not or-

ganizing Lulac Councils in proportion to our tremendous advance in population, not only in Texas, but in New Mexico, Arizona, Colorado and California. We sadly lack leaders in the fields of medicine, pharmacy, education, social work and other professions. There are great sections in area and population in many of the States I have enumerated where you can not find a spanish-named doctor, lawyer, school teacher, social worker or even a minor public official.

Several years ago, a Lulac brother from San Antonio, if my memory serves me right, first proposed that we use the letters LU-LAC as meaning; Leadership, Unity, Loyalty, Americanism and Citizenship. Many of you saw the banner in the August-September issue of Lulac News. I have found that wherever the seed of Lulac is planted in a community, leadership among our Latin American population becomes at once apparent. It is up to everyone of us to accept this tremendous challenge to Lulac leadership which this great increase in population of our people is daily presenting to us. We must join the fight and work to organize more, batter and larger Lulac Councils in every community where Latin Americans reside in any number in the Southwestern United States. There is need, for college scholarships in each and every community where our people live, the tremendous population increase of the Latin American people must be used and channeled to the ends that we must make ourselves self-sufficient self-sustaining, self-supporting and capable of assuming leadership. And the answer to this problem is the widest possible dissemination of our principles through LULAC NEWS!

At our last Supreme Council meeting at Austin, Texas, the matter of a National Lulac Scholarship Society was discussed. This applies particularly in communities not served by Lulac. However, we have been able to cope with the problem of giving scholarshipships to needy Latin American students (Cont. Page 6)



Our Contest Progresses . .



Everywhere that we have been, in the last several weeks and talked about our quest for the most beautiful Latin American girl, in the United States we have immediately created a certain gleam in everyboyd's eye, and we have heard the same exclamation everywhere: "We have her!"

Whether that is true or not remains to be seen. But we still have a number of communities that we have not heard from, and we are wondering whether it is because they have no pretty girls; they have not realized how important this Contest is for LULAC, or whether they are just too lazy to go to work.

Maybe they just haven't had the time to get organized – but at any rate we would like and would appreciate hearing from everybody.

How many girls do you already have?

How about their pictures?

Are any other organizations helping you and who are they, who are their presidents?

We sent you a sample letter that we are using here in San Antonio and that may be just what you need to call on the other organizations of your community. It is not that we do not think you can not write your own sales letters, it's merely that we want to help you in every way we can and may.

Our San Antonio Men's Council No. 2 is out beating the bushes and they claim that they are going to find the most beautiful girl in San Antonio. In the meantime your National Special Organizer-at-large, Bro. Reynaldo de la Garza, has already succeeded in getting those young ladies whose pictures have appeared before and that appear with these articles.

Our Ladies' Council is really "going to town"!

It is not only sponsoring one girl themselves but they have already lined up 5 of the most active and outstanding social clubs of this town that will sponsor a young lady each. They have figured that the best plan for them to follow is not only to get a number of girls working that may or may not sell the required number of subscriptions, but to sponsor one of their own members and get all the other members out shelling the bushes for subscriptions.

The following are some of the clubs that have begun the work already:

LADIIES LULAC COUNCIL NO. 187. Mrs. Mary Ortiz, President LETICIA SOCIAL CLUB Miss Angelina Lozano, President

ALMERIA SOCIAL CLUB Miss Alicia Benitez, President SOCIAL CLUB "ATHEN" Miss Maria Luisa Villarreal, President SOCIAL CLUB "COAHUILENSE" Mrs. Xavier Sánchez, President

CLUB WITHOUT A NAME _ Miss Cortez, President

With this article on how our Contest is progressing we show you the photos of these ladies, some of whom could enter the Contest, if they so desired, so that you may see the people who are helping your LULAC NEWS put this Contest over.

Just in case you did not receive our last issue of LULAC NEWS we are inserting herein the Rules of the Contest:



RULES

MISS LULAC NEWS BEAUTY CONTEST 1. Contestant must be single and not younger than sixteen (16) nor older than twenty-five (25), last birthday.

2. To qualify for contest, each entry must sell a minimum of \$30.00 worth of subscriptions to LULAC NEWS, at the following rates: 12 issues, \$3.00; 8 issues, \$2.25; 4 issues, \$1.50.

3. The number of subscriptions sold will determine contestant's place in the elimination line-up in her Council's finals. Contestant selling the highest number of subscriptions will be No. 1; next highest No. 2, etc., and will be the first before the Judges, and so on.

4. After the selection of Miss Lulac News the two having sold the highest number of subscriptions shall receive a good quality memento prize each.

5. Contestant will be judged on her looks alone.

6. In order for sponsoring Council to qualify and for its finalist to enter the Miss Texas Lulac News finals at San Antonio, 100 subscriptions must be sold, in its community, as a minimum.

7. Sponsoring Council must finance its entry's trip to San Antonio for the Miss Texas Lulac News finals.

8. All qualifying contestants will have the right to compete for the title of Miss Lulac News of her community, the State of Texas, and the Miss U. S. Lulac News against the finalists from the other States where Lulac operates.

9. LULAC NEWS will finance the transportation of every Texas finalist to Santa Fe, New Mexico. in June, 1953, to the LULAC NATIONAL CONVENTION, in a chartered Bus, from San Antonio. Proper arrangements will be made for finalists from other States.

10. Five (5%) per cent of all subscriptions money is to be set aside for a NATIONAL LULAC SCHOLARSHIP FUND.

Please bear in mind that this is your project.

That we are in no mood to go back to the old method of putting out LULAC NEWS, on the sponsorship basis and much less on the no-sponsor-no-NEWS basis. We must do better than that, if we want a really national organ of publicity for LU-LAC, with national circulation and sustained and supported with national advertising.

LET US HEAR FROM YOU IMMEDIA-TELY.



PRESIDENT MESSAGE From Page 4 in communities where there is an active hard working Lulac council. The best examples that I can offer to you are your San Antonio Council and those councils in Wharton, Fort Bend, Galveston and Harris Counties. The Lulac Scholarship Fiesta has become traditional each year in these communities and our peoples, both Anglo American and Latin American have joined in this very meritorious work.

So Brother and Sister Lulacs, let me ask this of you: anake yourself a committee of one to organize new Lulac Councils, to immediately begin your own LULAC NEWS Subscription Sales Drive and Beauty Contest, to bring new members into your council, to urge our youngsters to stay in school, to inspire our youngsters to stay in school, to inspire our youth to acquire the qualities of leadership, to work on a Lulac Scholarship Committee in your community! Only in this manner can we accept the challenge to leadership which our increasing population presents to us.



FAGE 6

"We Wire Flowers" **CRUZ THE FLORIST** Miss Angela Cruz, Prop. Natural and Artificial FLOWERS for Every Occasion. Kes. Tel. L. 2-7774 Bus. Tel G. 0553

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Miss Angela Gruz

Can You Identify these Beauties?



Who Are They?



Where Are They From?



A WORD FROM OUR TEXAS REGIONAL GOVERNOR

Mr. Jacob I. Rodríguez Director of Publicity 2201 Buena Vista Street San Antonio, Texas Dear Jake,

You may recall our speaking some time ago regarding the interest that San Antonio Council would have in sponsoring the Regional Convention in San Antonio early next year, specially in light of the fact that the convention would work in well with the finals on Miss LULAC NEWS, and I would suggest that if the San Antonio Council has any thoughts on this matter that they forward a definite expression to that affect to this office right away, toge her with details of what arragements can be made.

The convention as you know has been traditionally on the last weekend in January or thereabouts, but you let me know what will work in best with your plans.

I can't promise that any one City will get the convention but San Antonin has a good reason for having it and I would lke to have their bid in early.

Congratulations on your first assue of LULAC NEWS. The success of your work is important to our League and you have made it possible to go a long w ys towards getting the present administration off on the right foot. I enjoyed the articles and the pictures were very good.

The news from your regional governer are that a trip was made to Pecos to study the school situation there; along with George Garza. We have concluded that there is segregation and a request has been made to appear before the Pecos School Bohrd for a hearing on our views.

> Yours very truly, Frank M. Pinedo Texas Regional Governor





Goes to the El Paso Lulac Councils



LULAC PRESENTS CANALES SCHOLARSHIPS

Left to right: Albert Armendariz, First Natl. vice-president. J. C. Machuca presented the scholarships. Amador Licon, Bowie High School graduate \$600.00 Albino Canales scholarship. Hon. David E. Mulcahy, Judge of 41st Dist. Court at El Paso. Alice Villalva Ysleta High School graduate \$1200.00 Angel of Goliath Scholarship. Magdalena Ortiz Jefferson High School graduate \$600.00 Albino Canales Scholarship.

LULACS PREPARE TO HOLD NATIONAL CONCLAVE E. P. Councils Choose Chairman

The national Lulac Organization has named El Paso as the site for its next convention to be held Oct. 11-12.

El Paso Lulac councils have named J. C. Machuca convention chairman.

The meeting will start at noon Oct. 11, at the Hilton Hotel. In the evening of the same day there will be a dinner dance at which time the national president, John J. Herrera will install the new Buena Vista Smeltertown LULAC Council. Several City officials will participate in the ceremonies.

El Paso Lulac councils are wellknown for the many civic functions in which they participate. The Men's Council most outstanding work is in the feeding of school children in the public school. The ladies are well remembered for winning the first payyour-poll-tax-drive sponsored by the Junior Chamber of Commerce Wives — President Mrs. Donald T. Bandy — Jayces Wives Club. The Lulac Councils of the surrounding territory will send delegates. More than 150 visitors are expected.

PACE 8

President Herrera, 42, was elected national president last June at Corpus Christi. He was reared in San Antonio. He has lived in Houston since 1924, where he began practice of law in 1943. He became local president of Houston Council in 1940. He has held every office in Houston Lulac Council from assistant secretary to president. He was president of Houston Lulac Council during the war years.



SCHOLARSHIPS ADDRESS PRESENTED BY EL PASO MEN'S COUNCIL 132

At the last Friday nite joint meeting held August 29, 1952 El Paso Men's Council 132 presented five scholarships to worthy high school graduates.

The students were as follows; Alfredo de la O, Jefferson Hi \$50.00 Lulac scholarship Guadalupe Silex, Bowie High School graduate \$100.00 Lulac scholarship.

Amador Licon Bowie High School graduate \$600.00 Albino T. Canales Scholarship.

Alice Villalva, Ysleta High School graduate \$1,200.00 Angels of Goliath Scholarship.

Magadalena Ortiz, Jefferson High School graduate \$600.00 Albino T. Canales Scholarship.

The presentations were made by Bro. J. C. Machuca.

Hon. David E. Mulcahy made an interesting talk on Juvenile Delincuency and the Juvenile Board. He was the principal speaker of the evening.

El Paso Men's Council holds a last of the month joint meeting with the other Lulac Councils in the city. There usually is a main speaker, some musical numbers, and refreshments. Purpose of these meetings is to coordinate all the LULAC projects and to try to avoid duplication of effort.



LULAC SCHOLARSHIPS

Left to right: J. C. Machuca, Albert Armendariz, Alfredo de la O., Jefferson High School graduate Hon. David E. Mulcahy, Judge of 41st Dist. Court El Paso, Tex.; \$50.00 scholarship; Guadalupe Silex Bowie High School graduate \$100.00 scholarship,



Around the LULAC Shield

LULAC SCORE BOARD New Councils and Charters

August 1, 1952, Artesia Lulac Ladies Council No.211. September 10, 1952, Los Alamos Mens' Lulac Council No. 212.

September 30, 1952, Buena Vista - Smeltertown, Texas Lulac Council No. 213.

To be officially installed: Seguin, Texas.

To be reorganized: Victoria, Texas; Bay City, Texas. Ready to be organized: Floresville, Texas.

HOUSTON'S "REY FEO" CONTEST

Your Editor and your Special Organizerat-large, accompanied by Mr. Jose Diaz, representing the San Antonio Charro Association; Miss Ofelia Valdez, one of our San Antonio entries in our Miss Lulac News Beauty Contest; and Mrs. Jake Rodríguez, had the pleasure of attending the Houston Ladies Council "REY FEO" Contest and Baile Ranchero.

Besides being one of the most beautiful revents we have ever had the pleasure to attend it was a great success, but we are going to give you the report from the Council itself:

"Miss Mary Ann Anderson headed the Committee in charge of arrangements, and was ably assisted by Miss Lucy Ochoa and Miss Minnie Canales. The Coronation Dunce was held at the BLOSSOM HEATH NIGHT CLUB on September 5, 1952, in the style of a "baile ranchero" and the very able ALON-ZO Y SUS RANCHEROS furnished the music.

"We feel that the Lulac Councils all over Texas, and the League, will be glad to hear of our success, because of the circumstances surrounding it. Before this dance was planned, we found ourselves unable, financially to continue our glasses project. When we presented this problem before various clubs, we received a response which proved that the people of Houston are neither ignorant of nor indifferent to the work of Lulac. CLUB MEXICO BELLO, CLUB VERDE MAR, CLUB REGIS, the local MEN'S LULAC COUNCIL, and the JU-NIOR LULACS worked as hard for this Contest as though it were a money-raising project of their own.

"Leo (Chato) Reynosa, candidate of ME-XICO BELLO, won with a total of 60,354 votes and Adolfo Martínez, of MEN'S LU-LAC COUNCIL NO. 60, came in second with some 50,800 votes. Roland Gómez, the perennial JUNIOR LULAC candidate, and Abel Garcia, the VERDE MAR representative, did a grand job.

"They Rey Feo of 1952 was crowned by last year's winner, the Council No. 60 candidate, Tiger Pelon, and was presented a gold tie clasp with the Lulac Shield, his name, and "Rey Feo" to be engraved on it.

PRIZES WERE AWARDED FOR THE BEST TYPICAL COSTUMES

"Mrs. Pura Castillo, won First Prize, with Miss Ophelia Valdez, of San Antonio, winning second prize. Both were presented with costume jewelry. Mr. Jose Diaz, the Mexican Charro, of San Antonio, who graciously consented to entertain the audience with rope tricks, was awarded a pair of cuff links with the Lulac Shield for his costume.

"Mr. Carlos Ancira, of CARLOS MEXI-CAN RESTAURANT; Mr. Fernando Salas, of SALAS JEWELRY; Mr. Gilbert Gómez and the Management of ZALE'S JE-WELRY; as well as the Management of SHAW'S JEWELRY, were kind enough to donate the prizes. "It is extremely difficult for us to put into words the gratitude we feel for the help and cooperation we have received. A mere "thanks" is so inadequate!

"In contributing of their time, efforts, and money, these individuals and clubs have done a service to our Council, to LULAC, and to their community, by insuring the continuation of the work of Lulac toward a common goal, that is hard to beat.

"For their vote of confidence, we can only say again that we are grateful. This Contest grossed over \$1,100.00 - more than ever before. We hope to make it even more in years to come."

MORE POWER TO YOU, HOUSTON LADIES' COUNCIL NO. 22. LULAC IS GRATEFUL FOR YOUR WORK!

ALICE COUNCIL

At a recent election held by Alice Lulae Council No. 146 the following outstanding Valley Lulacs were selected to guide the desting of this council.

President, Raul Vela; Vice-President, Joe A. Valls; Secretary, Joe de L aCruz; Treasurer, Gregorio Trejo; Chaplin, Isaac Martínez; Guard, Jesús de la Rosa; First Trustee, Daniel Morantes; Second Trustee, Mario García; Third Trustee, Alfonso Barrera.

Meeting Place, Lulac Hall, San Diego & Wright St. DAY, Sunday, Time 10:00 A. M.

NEW LULAC CLUB INSTALLS OCT. 11

Henry Martínez, LULAC district governor, has announced that a new LULAC unit organized at Smelter Buena Vista is to be installed Oct. 11 by John G. Herrera, national president, who will be in El Paso for a Supreme Council meeting.

Officers of the new group are Isaias Barraza, president; Lorenzo Perales, vice-president; Miguel Aranda, secretary; Angel Luján, treasurer; Jose F. Rodríguez, chaplain, and Geraldo Sánchez, sergeant-at-arms.

DEMING YOUTH GIVEN FIRST SCHOLARSHIP

Deming, N. M.-An annual scholarship award for graduating seniors here has been established by the Deming Chapter of the League of United Latin American Citizens, Ernest Flores, chapter president, announced Friday.

The award will be for \$250.

Ramon Fresquez, 1952 graduate of Deming High School, received the first award this week. Ramon will enroll in the Midwest Commerce School in Pueblo, Colo., this fall term and will study telegraphy. while there.

Fresquez studied shorthand, typewriting, and bookkeeping in high school and also lettered in football and basketball.

Tony Molinar, chairman of the scholarship committee, made the presentation. John Benitez is the treasurer.

"GIVE UNTO CEASAR"



Dr. Alfred L. Seelye

Dr. Alfred L. Seelve is the Regional Director of Region 10 of the Office of Price Stabilization. His headquarters are at 3306 Main Street, Dallas, Texas, and he is in charge of all OPS work in Arkansas, Louisiana, Oklahoma and Texas.

He is on leave from the University of Texas where he has been a member of the faculty of the College of Business Administration since 1948.

As professor in Marketing, Dr. Seelye has taught courses in Price Policies, Marketing Legislation, and Sales Management, as part of the regular instruction available to all business administration students for positions in private business.

Dr. Seelye went to Washington on January 8, 1951, when the Economic Stabilization Agency asked him to aid in preparing national plans for prices stabilization. He served as consultant to the former National Director of OPS, Michael V. Di-Salle, until issuance of the General Ceiling Price Regulations. When field offices for OPS were opened, he was appointed as Regional Director at Dallas.

More than a year ago, at the insistence and under the responsibility of Dr. Seelye your federal agency known as the Office of Price Stabilization, for the first time in history, inaugurated a Spanish Program that was carried by all the advertising and propaganda media available to him, in order to bring home to the Spanish-speaking people, of Region 10, the information pertinent to our government's fight against inflation.

Realizing and recognizing the fact that literally thousands of Spanish-speaking peopie, even of those who were born in this country and who are American citizens, would understand the motives, the efforts, and above all the benefits that accrue to them by following OPS regulations, much better by getting the necessary information

in Spanish, instead of in English, Dr. Seelye initiated his Spanish program that was carried out through the medium of Spanish language Radio Stations and newspapers all over Region 10.

Because of his timely action in this respect our people immediately became aware of the work of OPS and could enjoy its benefits, as well as saving time and money through their thorough understanding of OPS Regulations that they might have otherwise been guilty of violating.

LULAC NEWS therefore is happy to render credit where credit is due and we herein wish to commend Dr. Seelye for "a job well done," and to wish him continued success.



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Frankie McFarland Feather Weight Champion U. S. Army 1919-1923

Former Feather Weight Champion, Frankie McFarland, always came out trying for the knockout punch in the ring.

Through his services to you in his PLA-ZA FINANCE SERVICE COMPANY, he is on your side and tries to K. O. your financial problems, if you let him.

Loans are available from \$10.00 up on your car, electrical appliances or furniture. You may borrow up to \$1,500.00 on the proper security.

Mr. McFarland will enjoy dealing with you as much as you will be satisfied with his services and ways of doing business.

Drop in anytime, you will always be welcome,



Our Last National Convention Minutes

Coni from July issue

9. Resolution No. 11, proposed by Corpus Christi Council No. 1 and Kingsville Council No. 24, provided that our Congressmen in Washington and the Veterans Administration be urged to locate a Veterans Hospital in Southwest Texas, in order to better serve this long-neglected area and its people.

Resolutions Committee recommended its adoption. Jacob I. Rodríguez moveů that such resolution be adopted. Such motion was seconded by James Saenz of Corpus Christi, and carried when put to a vote. Resolution No. 11 was adopted.

At this point, President Garza read a telegram from Luciano Santoscoy ² manking the organization for selecting him as the Outstanding Man Lulac of the Year.

10. Resolution No. 12, submitted by Corpus Christi Council No. 1 and Knigsville Council No. 24, provided that the League of United Latin Amercian Citizens inform its membership and all veterans throughout the State of the loan service of the Veterans' Land Board for the purchase of farm and ranch land, so that all veterans will learn of this great opportunity.

The Resolutions Committee recommended that this resolution be adopted and on motion by Joe Garza of Corpus Christi, seconded by Juan G. Villarreal of Laredo, this resolution was adopted.

12. Resolution No. 15, proposed by El Paso Council No. 132, provides that the Constitution and by-laws of the League be translated into the Spanish language and that the English form be printed together with its Spanish translation in one single pamphlet and distributed as it is today.

Resolutions Committee recommended that this resolution not be adopted. Jacob I. Rodríguez of San AntAonio moved that the recommendation of the Committee be adopted. His motion was seconded by Lalo Campos of Austin, and such motion carried when it was put to a vote; therefore, such resolution was not adopted.

13. Resolution No. 16, proposed by Houston Council No. 60, that the convention go on record as once more recognizing the suffering caused by tuberculosis and that the Medical Director write letters urging the State to build more hospitals, clinics, sanatoriums and other facilities needed for the treatment of this disease, and that the Supreme Council bear the responsibility of speing that the above-mentioned is done and if not, that it be held responsible for such failure.

The Resolutions Committee recommended that this resolution be adopted, and on motion made by Florencio Jasso of Houston and seconded by Elias Guerrero of Rosenberg, such resolution was adopted.

14. Resolution No. 17, submitted by Galveston Council No. 151, that candidates for the national presidency submit in written form their desires to be candidates for such an office with proper endorsement from their own respective Council, at least fortyfive days pricr to the date of the National Convention.

Recommended for adoption by the Re olutions Committee. On motion made that such resolution be adopted by Mrs. Joe Rey of El Paso and seconded by G. C. Martinez of Galveston, such resolution was approved and adopted.

15. Resolution No. 18, submitted by Houston Council No. 60, provides that a copy of the Constitution and by-laws of the League be supplied each individual member of the League; that the total number of copies to be supplied must conform to the total number of paid-up members certified to this Convention by each active council; that an additional ten per cent be supplied in order to accomodate additional requests; that failure on the part of the Supreme Council to take action on this matter within sixty days after the adjournment of this Convention will constitute authority for each council to order the printing of copies of the Constitution and By-laws and to submit a statement of cost to the National Treasurer for reimbursement.

The Resolutions Committee recommended that this resolution be rejected. Porfirio L. Flores of Laredo moved for acceptance of such recommendation and Lauro Cuellar ot Galveston seconded the motion. Such motion was carried, and the resolution was rejected by the assembly.

16. Resolution No. 19, submitted by Delegates M. C. González of San Antonio Council No. 2 and James Saenz of Corpus Christi Council No. 1, protested against the Boerne Cafe incident and requested that the Texas Legislature launch a full-scale investigation of the Texas Good Neighbor Commission, its activities and operations, to the end that the citizens of Texas may know how said state agency is spending the taxpayers' money without any apparent results, and that a copy of this resolution be spread upon the minutes of the Lulac National Convention and that copies of same be sent to the President of the United States and to our State Governor and members of our State Senate and Legislature.

The Committee recommended that the resolution be rejected. Considerable and heated discussions followed the reading of this resolution and it was finally moved by Hector de Pena that in view of the lateness of the hour and the importance of such resolution, that the resolution be tabled until after the luncheon recess. Joe Flores of Corpus Christi seconded the motion, which was duly carried.

The meeting recessed at 1:15 p. m. and was to reconvene at 2:30 p. m.

A Fish Fry was held at the American Legion Home from 1:30 p. m. to approximately 2:30 p. m.

The assembly reconvened at 3:00 p. m., with George J. Garza presiding. Oscar M. Laurel elevated the official Lulac prayer.

M. C. Gonzzáles of San Antonio, in his own behalf and in behalf of James Saenz of Corpus Christi, requested that Resolution No. 19 be withdrawn and therefore this resolution was not passed on.

President Garza commended the Resolutions Committee for the masterful job it had done.

Félix Salazar, Jr. of Houston requested permission from the Chair that the Houston and Galveston councils be permitted to submit a resolution as to the death of Brother Fred Perez of Galveston as soon as such resolution was properly drawn up, and permission was so granted by the Chair.

President Garza called on Alfredo C. Garza, National Director of Health, for a report on his activities and Alfredo G. Garza addressed the assembly, copy of which address is attached hereto.

The President called on Louis C. Wilmot, who had been appointed as Chairman of a committee to find wavs and means to raise money to erect a Lulac shrine or monument.

Louis C. Wilmot then presented John J. Herrera, who briefly reported on the work of the Committee. Brother Herrera concluded with the statemnet that he hoped that at the Silver Jubilee of Lulac, twe years hence, the shrine would then be ready for inspection.

President Garza then made his annual report to the assembly, as well as a farewell address. A standing ovaiton followed. Copy of his report is attached hereto.

Félix Salazar, Jr. of Houston read Resolution No. 20, submitted by Houston Council No. 60 and Galveston Council No. 151, concerning the death of Brother Fred Perez and requesting that the assembly take cognizance of Brother Perez' outstanding work and that it communicate to Mrs. Fred Perez the heartfelt sympathies of the League. On motion made by Porfirio L. Flores of Laredo, seconded by Joe Flores of Corpus Christi, and duly carried, such resolution was adopted.

LULAC AIMS AND PURPOSES

As Loyal Citizens of the United States of America

We believe in the democratic principle of individual political and religious freedom, in the right of equality of social and economic opportunity, and in the duty of cooperative endeavor towards the development of an American society wherein the cultural resources and integrity of every individual and group constitute basic assets of the American way of life. As citizens, we assume our responsibilities and duties and assert our rights and priviliges in the pursuit of a fuller and richer civilization for this our native country.

We believe that education is the foundation for the cultural growth and development of this nation and that we are obligated to protect and promote the education of our people in accordance with the best American principles and standards.

Respect your citizenship and preserve it; hnoor your country, maintain its tradition in the spirit of its citizens and embody yourself into its culture and civilization.

Be proud of your origin and maintain it immaculate, respect your glorious past and help to defend the rights of all the people.

Learn how to discharge your duties before you learn how to assert your rights; educate and make yourself worthy and stand high in the light of your deeds; you must always be loyal and courageous. We deplore any infringement of this goal wherever it may occur and regardless of whom it may affect.

We accept that it is not only the privilege but also the obligation of every member of this organization to uphold and defend the rights and duties vested in every American citizens by the letter and the spirit of the Law of the land.

Section 2.-As members of a democratic society we recognize our civic duties and responsibilities and we propose:

To use all the appropriate means at our disposal to implement with social action the principles set forth above.

To foster the acquisition and facile use of the official language of our country that we may thereby equip ourselves and our famiilies for the fullest enjoyment of our rights

LULAC CODE -

Filled with optimism make yourself sociable, upright, judicious, and above all things be sober and collected in your habits, cautious in your actions and sparing in your speech.

Believe in God, love Humanity and rely upon the framework of human progress slow and sound unequivocal and firm.

Always be honorable and highminded, learn how to be self-reliant upon your own qualifications and resources. and privileges and efficient discharge of our duties to this our country.

To establish cooperative relationship with other civic organizations and agencies in these fields of public service.

That the members of the League of United Latin American Citizens constitute themselves into a service organization to actively promote suitable measures for the attainment of the highest ideals of our American society.

That, in the interests of the public welfare we shall seek in every way possible to uphold the rights guaranteed to every individual by our state and national laws and to seek justice and equality of treatment in accordance with the law of the land. We shall courageously resist un-American tendencies that deprive citizens of these rights, in educational institutions in economic pursuits, and in social and civic activities.

In war serve your country, in peace your convictions; discern, investigate, meditate and think, study; at all times be honest and generous.

Let your finest purpose be that of helping to see that each new generation shall be of a youth more efficient and capable and in this let your own children be included.

In the second	a de la constance de la consta			
LULAC NEWS Official Organ of the LEAGUE OF UNITED LATIN AMERICAN CITIVENS				
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"FAITH IN OUR SCHOOLS"

By M. C. Gonzales

Throughout the history of man, he has been concerned with great questions about himself:

(1) Where did he come from?

(2) Why is he here, and

(3) Where is he going? He then asks about the:

Relation of man to his God and the Relation of man to his fellowman.

Education is preparation for complete living for citizenship in its broadest sense. The development of the individual to the limit of his capacity for complete living is still the major purpose of education.

Reading, writing, arithmetic, spelling, essentials of English, the social studies (geography, history and civics) and science, represent the ground work.

Shared jointly with the home, church and other community agencies, the school assists in vocational fitness and broad outcomes of general education such as health and safety, and the moral, ethical and spiritual values.

The basic purpose of the schools is to bing about changes in the behavior of children which are better than previous patterns of living. A good school seeks constantly to improve its services for children. The people of the community are active participants in school affairs; they understand the importance of good schools is a country conceived in liberty, and they tax themselves enough to continue the improvement of the school program ;they not only give of their money, they give much of themselves as well.

The influence of a good school is by no means confined to the classrooms and the school premises. Working closely with the home and with other community agencies; it is recognized that growth and learning take place both in and out of school.

The object of the whole enterprise is to make sure that every child has every bpportunity to grow to the fullness of his ability as an active, moral citizen. A good school places the individual child at the top of its list of values and gives children the basic skills and knowledge required for happy, satisfying living in a modern world. This means skill in the traditional three R's, but it means also Knowledge and appreciation of the traditions upon which western civilization is founded.

A good school explores and cultivates the special interest and abilities of children.

(Continued in Next Issue)

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M. C. González of San Antonio moved that the entire assembly stand in appreciation of the hospitality extended by Corpus Christi Council No. 1. Such motion was duly seconded, carried and executed.

President Garza recognized Porfirio L. Flores of Làredo, who stated that he wished to elaborate on the motion made by M. C. González and also include the Ladies and the Junior Lulac councils of Corpus Christi.

Joe Flores, President of Corpus Christi Council No. I, addressed the convention on behalf of his council and thanked Joe Garza, Convention Chairman, for his fine work, as well as all the delegates and visitors for their cooperation.

Louis C. Wilmot then extended thanks to the people who had worked with him on his project (Lulac Shrine), especially the National President, John J. Herrera, Hector de Pena and M. C. González, who in 1944 introduced the resolutino providing for the erection of such a shrine.

President Garza then announced that next in the order of business was the election of officers and declared nominations open for the office of National President; whereupon, M. C. Gonzzáles of San Antonio nominated John J. Herrera of Houston. Lalo Campos of Austin seconded the nomination. Dr. Sánchez then spoke in behalf of the candidacy of John J. Herrera.

Cruz Fernández of Carlsbad, New Mexico, then placed in nomination the name of Mike Trujillo and he was followed by Arnulfo Zamora of Laredo, who seconded the nomination and spoke in behalf of Mike Trujillo.

Alfredo G. Garza of Laredo moved that nominations cease and the motion was seconded by Alfredo González, Jr. of Santa Fe, New Mexico. Such motion was duly carried when put to a vote. Brother Herrera appointed Ben Canales of Houston to tabulate his votes and Brother Trujillo appointed Cruz Fernandez of Santa Fe, New Mexico, to tabulate his votes. The Executive Secretary then read the roll of councils and recorded their votes; and read the list of national officers and recorded their votes. Considerable discussion was had as to how the Austin vote should be recorded, and this matter was finally worked out by the Austin, Texas, delegation. Tabulation of the votes reflected that 54 votes had been cast for John J. Herrera and 46 for Mike Trujillo and that therefore John J. Herrera had been elected National President by the assembly. ohn J. Herrera briefly addressed the assembly and was congratulated by President Garza.

The President then called for nominations for First Vice Presidnet. George Piña of Fort Stockton nominated Albert Armendariz and Johnny Valdez of Santa Fe, New Mexico, nominated Cruz Fernández of Carlabad. M. C. Gonzales of San Antonio moved that nominations cease and Félix Salazar, Jr. of Houston seconded the motion, which was duly carried. The Executive Secretary then called the roll of councils and officers and recorded their votes and announced that Brother Albert Armendariz had been elected, getting a majortiy vote. President Garza then declared Brother Armendariz elected to the office of First Vice President.

The President announced that nominations were open for the office of Second Vice President, whereupon Marcos Zertuche of San Antonio nominated Mrs. Mary Ortiz of San Antonio and G. C. Martínez of Galveston seconded the nomination. Dolores Vigil of Santa Fe nominated Virginia Dominguez. On motion duly made, seconded and carried, nominations ceased and on roll call by the Executive Secretary, the result of the election showed that Miss Dominguez was elected. President Garza then declared Miss Dominguez elected Second National Vice President.

President Garza announced that the next order of business was the selection of the convention city for 1953. Mrs. Joe Rey of El Paso requested that the convention be held in El Paso and Miss Dolores Vigil of Santa Fe requested that the convention be held in Santa Fe. Results of voté, after roll call by the Executive Secretary, showed that the next convention city was Santa Fe, New Mexico,

At this point, John J. Herrera announced that he had appointed the following as National Officers:

National Secretary: Felix Salazar, Jr.

National Director of Junior Lulacs: Miss Emily Rimmer.

National Treasurer: Gilbert Gómez. National Legal Adviser: Hector de Peña. Executive Secretary: Arnulfo D. Azios. Director of Public Health: Dr. Hector P. García.

The new officers were then installed by President Garza, who turned over the gavel of his office to John J. Herrera.

John J. Herrera briefly addressed the assembly, thanking them and pledging his best efforts on behalf of the League for the coming year and requested a motion to the effect that the title of Immediate Past National President be conferred on George J. Garza. Hector de Peña of Corpus Christi so moved and motion was duly seconded by Francisco J. Flores of Laredo. The motion was then duly carried, and the title of Immediate Past National President was thereupon conferred on George J. Garza.

President John J. Herrera then declared the Twenty-third National Assembly of the League of United Latin American Citizens adjourned, at 6:45 p. m.



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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 proclem 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 Council will put LULAC NEWS on a paying basis and will enable the NEWS to command national advertising. Wri e LULAC NEWS for the necessary materials, earn yoursel? 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 . . 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 sink your teeth in! October 1 your year.

But — here's something you can Pay Your Poll Tax t me in Texas begins. How about organizing a really intensive campaign in your community to get your members and 'riends 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 LU-LAC 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 a'd the fight against TB, your March of Dimes to combat Polio, etc.

There are really many things that a your Council can do — all you need is to put your thinking cap on — think of something and get 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 S'ations. Recordings by prominent and outstanding Lulac leaders will be broadcast, with as much fre quency as we can get the recordings made and delivered to the Stations that carry Spanish programs.

Watch for them — and listen LU-LAC IS ON THE MARCH.



WE STILL INSIST



Last June we went to our last National Convention armed with a resolution that, if it had been adopted by the Convention, would have put LULAC on record as requesting a Legislative investigation of the Texas

Good Neighbor Commission.

Unfortunately, or fortunately depending on where you stand, the premature publicity given said resolution served to give someone sufficient advanced notice of it to organize the opposition among those in our League that as far as the Texas Good Neighbor Commission is concerned, seem to be still ignorant of "the facts of life."

We have repeatedly asserted our skeptical stand in regards to the sincerity of purpose of its original sponsor, a former governor of Texas. We are still of the same frame of mind as to our present governor. The political activities of its present Director, and the lack of activities of the Commission, throughout the years of its existence, in the particular field for which it was established, have done absolutely nothing that we know, of to change that opinion in any manner.

We sincerely expounded to our delegations assembled in Corpuş Christi, last June, that we were open to conviction; that IF the Good Neighbor Commission had ever done anything at all to merit and deserve the trust and confidence of the citizens of Texas, that ALL we wanted, through the Legislative investigation that we were asking for, was for the Commission to formally and officially stand before the people of Texas and clearly state to them JUST WHAT HAS BEEN DONE.

On the contrary, if LITTLE or NO-THING has been done, as we have every right to believe; THEN, we also wanted the people of Texas to hear it from the Commission's own lips.

That was the sum and substance of our resolution. Unfortunately, it was not adopted.

THE AMERICAN G-I FORUM ACTED

A few weeks later the American G-I Forum met in State Convention in San Antonio, Texas, and passed and adopted a similar resolution

WHAT HAPPENED?

To this good day we have not yet heard of any action taken, in regards to the request contained in said resolution, by our State Government.

HOW WE STILL FEEL

We, very naturally, have taken it for granted that our State Government is as opposed to the resolution and its request now, as they were when the Governor and his political stooges personally took it upon themselves to take the time, and trouble, and to make the expense, of coming to our Convention in June.

To us, their coming to Corpus, at that time, right in the midst of the Governor's, campaign for reelection, was just another palpable example and concrete demonstration of the fact that what we have been saying about the Commission was, right and correct. That immediate result of the presentation of that resolution again conclusively proved our point!

WHAT IS THE COMMISSION?

The Texas Good Neighbor Commission, in our considered opinion, has never been anything else than a political soundingboard, and press agent, for the Governors of Texas, past and present, ever since it was established. It was established on the wrong premise to begin with; and is spending the taxpayers money for no useful purpose insofar as solving our racial, political, economic, or educational problems are concerned. AN UNEXPECTED PLEASURE

Some weeks ago, here in San Afitonio, we had the unexpected but very pleasant surprise to run into our good friend and former fellow-Lulac, Dr. Julian Saldivar, of Dallas, Texas, who is at present a member of the Texas Good Neighbor Commission.

Dr. Saldivar immediately undertook the task of trying to convince us of just how wrong we are about the Commission, its work, and above all, its expenditure of the Taxpayers money; and if we remember correctly, he even promised to write us an article on the subject for publication in LULAC NEWS.

WHAT WE WANT

Let us say here and now *-sincerely and* very emphatically- that we are not seeking to get into any sort of controversy or debate with Dr. Saldivar.

We have no other purpose than to arrive at the truth "the whole truth and nothing but..."

And we have no further interest, in the matter, than to acquaint the people of Texas with what the Commission is doing --IF ANYTHING-

And that we shall be eternally grateful to Dr. Saldivar, or to anyone else for that matter, if, as a member of the Commission or merely as a protate citizen, he can really and truthfully enlighten us not with glittering generalities but with honest and correct FACTS and FIGURES; with concrete and specific cases, and with factual results, "of the tremendous and important work" that the Commission has been doing, according to a report presented by one of our past national officers at our last Convention.

That is ALL we want. We want to render credit, where credit is due. But we also want to be sure of our facts.

WHAT WE DO NOT WANT

We hate to see the present Commission render the same disservice to Texas and its citizens that the original Commission rendered under the tutelage of its original sponsor. All it succeeded in doing was to hoodwink the people and the government of Mexico into sending coolie labor to Texas for the sole benefit of the agricultural interests; and to the economic, educational, and social detriment of the citizens of this country.

We do not want it to work for "the betterment of diplomatic relations between Mexico and the United States" because that is absolutely unnecessary when said relations have been of the best, as clearly and concretely attested to by more than a hundred years of peace and sincere friendship between our two governments.

WHAT WE BELIEVE IN

We are firm believers in the old adage that: "Charity begins at home."

We believe that if the Texas Good Neighbor Commission is ever to prove its sincerity of purpose, and to be effective in its work, that it must realize that its work is cut out for it; that its activities must perforce be confined down to the grass-roots; that it is at the local level, down among the common ordinary citizens, like us ,that it must do its work ... that it is not, and must not act as a diplomatic corps, wining and dining visiting dignataries from below the Rio Grande (because banquets and gabfests, eihter among themselves or with others will not do the job) but that it must "come down to earth", amongst us, the little people, to deal with our "fireside" problems. WE STILL INSIST

But again — we must insist — that if that IS what it is doing, we want the people of Texas to know about it through official open hearings (HOW ABOUT IT, AMERICAN G-I FORUM?) that will present the facts and if it is NOT, we still want to know how they are spending the taxpayers money!

AGAIN, LET US REPEAT, THAT'S ALL WE WANT TO KNOW!



KNOW YOUR LULAC COUNCILS

Alice, Texas Council No. 146 Juan Reyes, President 201 S. Wright Alice, Texas Joe de La Cruz, Secretary 409 S. King Alice, Texas

Meeting Place: Lulac Hall San Diego Wright. Days Sunday Time: 10 A. M.

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Councils, please report the day, place and hour of your meetings.

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