

# LULAC NEWS



*Official Organ of the League of*

*United Latin-American Citizens*



---

★ ★ ★ ★ ★ ★ APRIL, 1954



## State Board of Education Rejects Segregation Charges in the Pecos School Case

The Texas State Board of Education in a recent ruling, rejected the claim of Pecos citizens of Latin-American extraction that the Pecos School Board was practicing unlawful segregation of Americans of Latin descent. By unanimous vote, the Board sustained the decision of State Education Commissioner J. W. Edgar that a "truly defensible zoning plan" had been followed in determining which schools the Pecos school children should attend. The accent was patently on the "defensibility" of the zoning plan.

LULAC's Frank Pinedo declared that Pecos is not an isolated instance of this type of discrimination, since similar situations exist in several cities despite the 1948 federal court decision invalidating segregation of Latin-American school children. He indicated that the case would be appealed, and that there was a possibility it would wind up in a Federal Court. Ed Idar, executive secretary of the American GI Forum of Texas, joined Frank Pinedo saying the case would be appealed. The GI Forum of Texas together with LULAC participated in the investigation of the Pecos segregation charges, and has backed the people who brought their case before the School Board.

The Pecos School Board has arbitrarily laid out school zones, Pinedo said, in such a way as to place the bulk of Latin-American elementary students in "Mexican" schools, and most of the Anglo-American children in other schools. The controversy exists

only on the elementary school level, since there is only one senior high school. "There is a practice of segregation of Spanish-speaking children. The history clearly shows there has been a custom, a design, a history in the Pecos School District, with a resulting segregation," Mr. Pinedo charged.

Dr. George I. Sanchez, professor of history and philosophy of education at the University of Texas, declared "The record will show that in this case, the creation of so-called junior high schools is nothing more nor less than the extension of segregation which previously existed in the elementary schools. When children are thus arbitrarily and capriciously segregated, the education of both groups of children suffers. The court decisions have recognized the desirability of avoiding that kind of situation — both socially and educationally." Dr. Sanchez recalled that former State Superintendent of Education L. A. Woods had been called on to investigate segregation in Pecos in the 1940s. "This is a reversion to the situation that existed before Dr. Woods' investigation," Dr. Sanchez said.

The attorney for the Pecos School Board denied the accusation. "There's not a crooked, not a gerrymandered zone in the whole plan, Tomlin declared, and he invited the state board to inspect the school zone lines on a map of the city. "If you live in this district where this zone line is, you

go to this school — it doesn't make any difference whether you're Latin-American, half-Latin, all Latin, or Anglo-American" Tomlin said. He declared that the unprecedented growth of Pecos in the last five years had forced the building of new schools and, with it, the zoning to determine where children should attend. The Board has to consider numerous factors, said Tomlin. He charged that the petitioners expected the Pecos school trustees to keep drawing up new zoning plans "until they're blue in the face" in order to please them. "I don't think the Pecos Board of trustees is going to abdicate its authority to the American GI Forum or the League of United Latin American Citizens, he declared. Mr. Pinedo countered that in too many communities of Texas there exists a marked "geographic" factor. The very fact that they are geographically isolated makes it easy to segregate. In the case in question, that was exactly what had happened.

The petitioners in this case, listed as Marcos Barraza and others, sought unsuccessfully last summer to have the Pecos Board adopt a zoning plan which would have given the East Pecos Junior High about 83 per cent Anglo-Americans as against 18 per cent under the board's plan. It also would have given the Pecos Junior High about 117 Latin Americans from the city area as against 10 under the board's plan.

## LULAC NEWS

Official Organ of the League of United Latin-American Citizens

"All for One— One for All"

Address all communications

to

LULAC NEWS

724 Caples Bldg., El Paso, Texas

**Luciano Santoscoy**

National Director of Publicity

and Editor of LULAC NEWS

**Subscription Rate**

**\$3.00 per year**



## Flash!!!

Attorney John J. Herrera, immediate past president announces his candidacy for National President, 1954, 1955.



You won't miss a single issue of Lulac News if you send your name to:

LULAC NEWS  
724 CAPLES BLDG.,  
EL PASO, TEXAS

(1) Your full name — old address and new address.

(2) The label on the cover of LULAC NEWS that has your name and address on it.



# LULAC NEWS



*Official Organ of the League of*

*United Latin-American Citizens*

Vol. 21

April, 1954

No. 10

## EDITORIAL:

One cannot help but express concern over the present-day attitude of some of the members of LULAC. Not too long ago, I heard the remark that LULAC had ceased to be a fighting organization and had descended to a glorified social worker. To me that person, and others who share his belief, have forgotten that the League is our economic and social well-being. It is true that we strive to benefit the community in terms of scholarships, money-raising drives for the different national funds such as Heart, Community Chest, Cancer, Polio and others, and for the Well Baby Clinics, Slum Clearance, Diarrhoea and Enteritis projects, the Boy Scouts and many others, we must remember that the administration never loses sight of the many forms of discrimination, segregation and subjugation practiced against the Latin-American. You, as an individual, may not want to participate in the many "community good and welfare projects, but we hope that you will bear in mind that we are still counting on you for the many other projects with which only you, as a Latin-American, know how to cope.

This additional "security" takes money and it is not possible, as so many are apt to think, to pay for it from our dues. Actually, our LULAC dues are quite low.

We can all help make LULAC great by encouraging our wives to join LULAC, thereby creating greater understanding of LULAC by our wives and facilitating our community work.

Let us work for closer cooperation with other service clubs, so that we may do a better community service. Let us eliminate political animosity within

our own group, so that we can count on all members at all times.

If the individual members were to give time to the study of the rise of LULAC since 1929 and to the great progress of the Latin-American in those 25 years, he will forget his petty differences and overlook the little faults in others that lead to those differences — and will work together for the common cause of LULAC and the community.

Most of us in LULAC enjoy a fairly good standard of living, bringing about our desire to keep up with Joneses. Many of these Joneses do not like meetings or let it be known that they and we belong to LULAC — the greatest organization in the U. S. A. Having no time to read LULAC NEWS and attend meetings, little is known of our problems and their solution.

Let us all start now to put something into our organization — ourselves and our work — for LULAC is our economic and social well-being, and we must nourish it as carefully as we would nourish our children.

*Luciano Santoseay*

### THE TIME IS NOW

Begin at once to live, and count each day  
as a separate life.

—Seneca





Dear Mr. Armendariz:

I was informed yesterday that you and your group visited our State Capitol on Saturday and I am pleased that you left your card for me. I am sorry that our building was not open for a tour and that I was not available to meet you personally.

Perhaps you will have a future opportunity to be in Colorado and, if so, I would consider it a pleasure to have you drop by my office.

My kindest regards to you.

Sincerely  
DAN THORNTON,  
Governor of Colorado

The State Board of Education denied the appeal on the Pecos School Case! On March 20th, the State Board upheld the ruling, without any dissent, of the State Commissioner holding that there was no segregation of children of Latin American descent in Pecos schools. The Appeal to the State Board represented more than two years of fighting by the LULAC Council and the G. I. Forum in Pecos, and any further action by the petitioners will have to be either in the State or Federal courts.

The decision, unfortunate as it may be, should make us all realize what a tremendous task still lies before the League in the Educational field. School boards in many communities in Texas don't realize the serious detrimental effects of segregation of children of Latin extraction. Pecos is only representative of what is happening in many other school districts; because of circumstances, social pressure, desire, or other causes the people of Latin extraction have become segregated in many communities in Texas and this geographic, social and cultural isolation makes it very easy for school boards to zone the area and to place a school right in

the middle of it or on its outer fringes, as in Pecos, and to require all the children in that area to go to that school. School Boards don't realize that an important contribution of public education is being denied to all the children in these cities and towns; to understand and to learn how to live together with other children in their towns.

FRANK M. PINEDO  
Littlefield Building  
Austin, Texas

There are several inaccuracies and some omissions which should be corrected. In the first place in "The Founding and History of LULAC" by George J. Garza, appearing on page 21, he mentions that the organization of the League of Latin American Citizens at Harlingen, Texas, which preceded the merger with the Knights of America, took place on August 14, 1927. This is an error as to the year. The year was 1928 (see page 21). The same error appears on page 41, under the title "Lulac Milestones" first paragraph. Not only the first Constitution, adopted at Corpus Christi, Texas on May 19, 1929, was written wholly by me, but the second Constitution adopted in 1939 at the San Antonio convention, when said organization became a national organization, was also written wholly by me, as my files will establish.

At this convention in San Antonio, Texas, I made the awful mistake of supporting the election of Ezequiel Salinas for President General of the organization. . . I should have supported William Flores. . .

The ritual, of course, was written by Clemente Idar, who was an organizer of the American Federation of Labor, and whose intent was to make out of our organization a subsidiary (or dependent organization) of the AFL, and betrayed our principles and for this reason I filed charges against him at Alice, Texas (and also against Manuel C. Gonzalez) and expelled him from the organization. Manuel, later in the same day, apologized to me at Alice, and I dismissed the actions against him.

According to my files, the Lulac Code appearing on page 15, was furnished me by Alonso S. Perales and not by Eduardo Idar. Where Perales got it, I do not know.

The Aims and Purposes in the

original constitution adopted in 1929, at Corpus Christi, were written by Eduardo Idar (brother of Clemente, who was editor of a newspaper at Laredo) and by me. I wrote the first four (4) aims and the balance I copied from the paper edited by Eduardo Idar.

J. T. CANALES  
Brownsville, Texas

(Editor's note: The following communication is a model report of its kind. It has all the elements of the perfect report, leaving nothing in doubt, no necessary details omitted, no useless ones included. May we see more of this kind coming over our desk.)

The Honorable  
Frank M. Pinedo  
Texas LULAC Regional Governor  
Littlefield Building  
Austin, Texas

Dear Brother Pinedo:

Reference is made to Section 6 and 7 of Article IV of the Constitution and By-Laws of the League of United Latin-American Citizens, as amended, and to your letter of December 25, 1953 which reads in part:

You are now informed that in compliance with the duties, responsibilities and authority vested in me by the Constitution and your letter under reference, (and at the invitation of the Laredo Council), on March 8, 1954, your Governor of Texas LULAC District No. 14, installed the duly elected officers of Laredo Council No. 12 who are to serve for the period from March, 1954 to March, 1955. Their names and position are as follows:

Armando C. Gutierrez, President; Felix Garcia, First Vice-President; Raul Elizondo, Second Vice-President; Eustolio Benavides, Secretary; Tomas Flores, Treasurer; Arnulfo Garcia, Guide; Porfirio Flores, Chaplain; Francisco Flores Trustee; Tomas H. Vela, Trustee; Raul Laurel, Trustee.

Also, on March 14, 1954, assisted by Brother members, from

Continued on page 4

Firmness or stiffness of the mind is not from adherence to truth, but submission to prejudice.—Locke.

He that is overcautious will accomplish little.—Schiller.





*Hello!*

from your

**National President**

Towards the end of each task, it is only natural for one to turn back his thoughts to those things which he would like to have accomplished, those things which he should have accomplished, and those things which were accomplished.

In the first category come the dreams of a Lulac president to see in his administration the expansion of the League to its fullest degree. This is perhaps my biggest disappointment, for the number of new councils that I can boast of is indeed small and there has been no appreciable rise in membership of the existing councils. Perhaps the brightest light in this respect is the new council in Denver, Colorado. This council was initiated in style recently through the wonderful efforts of Brother Dan Valdez. It marks the renaissance of Lulac in the State of Colorado. My national director of publicity and I were there for the installation and the league can be assured of a very active Council in Denver.

Also important in my dreams, was the placing of this, your magazine, on a self-sustaining basis. We all know that the compilation, printing and dissemination of the News has been the main drain of funds from our national treasury. The individual councils have entirely ignored their responsibility in this regard with very few exceptions. Individual sponsorship of the magazine simply does not work. Unfortunately, the people that were purportedly interested in taking over the business aspect of this job have selfish interests with their thought to making money, and not to Lulac. The bright side of this picture is that we have been able to print an issue each month so far, and through the tireless efforts of my collaborators, the output of national funds has been very reasonable in comparison to the tremendous good that the magazine does.

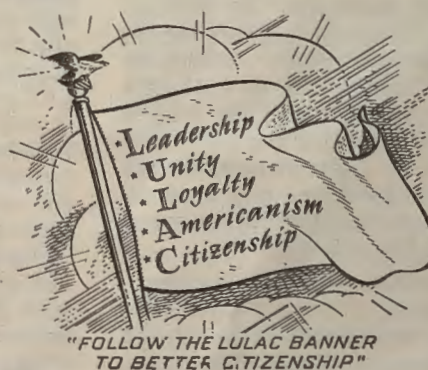
In the second category, things which I should have done, my reader has probably thought of the many

things which should have been done. It is sufficient to say that I realize that all of those and more should have been done, but the tremendous task of the national Presidency necessarily produces disappointments. It might be said here, that I have not left anything undone because of lack of will, but because of the exigencies of daily professional life.

In the things which I have been able to accomplish, I can only say that what little has been accomplished has been because of the men that I have had to help me. The new councils which have been introduced into Lulac, the Pecos school fight, all of the numerous things which have come to pass during the past few months would not have been possible without my national officers, regional and district governors and special organizers.

Soon we will be in Austin and a new group will take over. We cannot, in good faith, ask any man to accept the responsibility of national president of our League unless we are willing to accept the responsibility of backing him in all that we expect of him. When we elect our next leader, let's be sure that we lend him the aid so that he can accomplish all that he would, should and will.

*Albert Amundson*





## In Our Mail Box

the Laredo Council, your Governor of Texas LULAC District No. 14, re-organized Eagle Pass Council No. 19, initiated its members, presided at their formal election of officers and installed them in their respective offices in the prescribed

legal manner. Their names and positions are as follows:

Rafael C. Rodriguez, President; Hector Frausto, Vice-President; L. G. Rodriguez, Secretary; Gilberto Rodriguez, Treasurer; Rafael Leal, Guide; Luis Garza, Chaplain; E. G. Garza, Trustee; Teodoro Moncada, Trustee; Pedro Sanchez, Trustee.

Charter No. 282 signed on March 10, 1954 at El Paso, Texas by National President Albert Armendariz and National Secretary Ed Moreno was officially presented to them, thereby incorporating Eagle Pass Council No. 19 again as a constituent member of the League of United Latin American citizens.

ELIAS G. GARZA

# VIGILANCE

Despite the remarkable gains that have been achieved by LULAC since its inception in the pursuance of its fight for justice and equality, a little careful thought on the present status of the struggle readily discloses that complete victory is not yet won. We have not at all reached the point where, like Alexander, we can long for new worlds to conquer. Our field of struggle is ever with us. It is here, and now.

This is easily brought home to us in any newspaper one reads. In one paper it is detailed that the United States Supreme Court has received and has under advisement a case involving the exclusive non-representation of citizens of Latin-American extraction on juries in numerous counties of Texas. The pleading in this case was ably presented by that LULAC stalwart, Gus Garcia, of San Antonio. In another paper there appears the account of the rejection by the Texas State Board of Education of LULAC charges of school segregation in Pecos, and the article goes on to quote the statements of LULAC's own Frank Pinedo and Dr. George I. Sanchez regarding the possibility of appeal. On a less momentous and less formal level, one may read accounts of personal incidents somewhat like the following:

"An El Paso man became angry when he heard two customers speaking in Spanish at a cafe on North Oregon Street. The man, himself a customer, told the others

to speak English. "You are in the United States now," the man shouted. A fight followed and two chairs were broken. The man was placed in the city jail."

Insignificant? Perhaps, if considered by itself. But it is to be borne in mind that similar occurrences are reported all too frequently, and many more there are that do not make the newspapers. Hence it is not difficult to convince ourselves that the conditions which gave rise to LULAC still exist, and that the struggle for justice and equality of treatment is one of the hard facts of civic life. For this reason, it ill becomes any of our LULAC councils to adopt a "take it easy" attitude, or a "Let George do it" state of mind.

What is the genesis of a LULAC case, a LULAC battle? Frequently, an alert LULAC council, be it large or small, detects the "incident" and sounds the call. Many such incidents are handled and corrected locally by council action, without need of intervention of the higher LULAC echelons. This may be effected by any one of various means, such as newspaper and radio publicity, formal protest delegation to local authorities, to state or national elected representatives, etc. In more important cases, the assistance of higher LULAC offices, such as district governor, regional governor, or even the national office, is requested. In such instances, the alertness of the local council can

begin to pay immediate dividends to the cause if the council has already collected the necessary on-the-spot information, the testimony and the documented facts needed to begin to formulate the case properly. In the last analysis, your LULAC officers are good clear-headed realists, and have tremendous respect for a fact. A case to them is no better than facts established, the proofs obtained.

The price of freedom is eternal vigilance. These discriminatory incidents are ever occurring, so to speak, under our very eyes. Alertness, vigilance on the part of our various LULAC council is a must. Admittedly, nothing is to be gained by figuratively breaking chairs over the opponents' heads. No wrongs are thereby righted, no converts made, and nobody is persuaded to change his ways. But our various councils, at the very beginning of an injustice or a case of discrimination, can frequently take effective action, if they are alert and if they approach the problem correctly.

The methods for facing such situations as they arise may be various, and all have their merits. However, it is well that every council should anticipate them before they occur, and have a committee all set up and on call for just such situations, a group ready to take to the field upon a moment's notice, with well-defined objectives and precise operational criteria.

One LULAC council, some nine months ago, did just this. San Antonio LULAC Council No. 2, on July 24, 1953 appointed a stand-by "Good Will" Committee for the purpose of immediately investigating acts of discrimination as they occur and adopted some very sound rules of operation. For the benefit of such councils as may see fit to set up something similar, these rules are here repeated:

Continued on page 12



## FOR PROGRAM COMMITTEE CHAIRMEN

### FROM

Director of Publicity  
724 Caples Bldg.  
El Paso, Texas

### PROGRAM FOR MAY Feature of the Month

A program exchange bureau composed of the program chairmen of the various councils comprising a district. The group to meet at certain intervals to exchange ideas for more complete coverage of the territory.

While the primary value of these meetings lies in the exchange of ideas for sources of programs, they are also very useful in working out ideas for programs dealing with community betterment and for special occasions.

All councils in a district cooperate in setting a central clearing house. One centrally located to all councils involved. All councils in this district are requested to report all types of programs, speakers' names and the subject of their addresses, with full details so they may be available to any council seeking an interesting program.

Here is an excellent opportunity for the district governor to acquaint himself with the workings of the councils under his jurisdiction. By the programs they make, the district governor will know how healthy they are.

### Membership Drive

Like in any other organization the time comes when new blood is needed. New members to LULAC come with a purpose to work, and desire to participate in the different projects and also many new ideas. Two teams are to be selected with a captain at the head of each team. The contest to run for a certain length of time. Possibly each team could be given a name to increase the interest. A prize to be awarded to the members submitting the greatest number of applicants in each team. The Chairman of the Membership Committee to review the names of each applicant and give a report to the council at each of the meetings thus insuring the non-infiltration of undesirables. To the winning team a supper with

all the trimmings. To the losers a plate of beans from the pot. Winners and losers to sit facing each other. The new members, of course, will be properly served. A speaker who is well versed in LULAC and the aims of this organization to be the speaker. This will be an impressive ceremony and will do much in getting the new members in the right footing.

### Father and Son Week.

During the month of May a week has been set aside as the Father and Son week. This affords a good opportunity for both father and son to get acquainted. Fathers should visit the schools and learn how son is doing. Also an outing would be in order. This can be arranged with minimum cost to the council and all members could participate. At this outing different games could be played, say fathers against sons.

### Scholarship Fund.

To augment your scholarship fund a dance for high school students should be sponsored by LULAC. Invited, the ex-alumni to participate in the arrangement and to take charge of the sale of tickets. Contact the graduating students and tell them that one or possibly two of their group will receive scholarships from the proceeds of the dance. Orchestras can usually be reached to donate their services to this worthwhile cause. Let the students and ex-alumni run it; they will derive a lot of pleasure and the council will raise its stature in the community. Make sure no alcoholic drinks are served at any time during the dance. The price can be low enough to get a good crowd, since the cost will be negligible.

### PROGRAM IDEAS FOR JUNE Feature of the month

"All LULACS work in LULAC," but to some must fall an exceptional burden. This is pre-eminently true of the member who, for any year, bears the colors of the national organization. To serve as

president of LULAC means to carry in heart and mind throughout the year the work and welfare of LULAC.

This is true also in varying degrees of the other officers in the organization, be they national or local. This suggests a program for the installation of the local officers which will both honor them, and at the same time, highlight the responsibilities which they are accepting. Such a program would also bring a new realization to each council member that he is privileged, even obligated, to support them. LULAC'S Silver Jubilee, if it is to continue to be the spotlight of our programs will challenge the best that each individual LULAC has to offer.

### Review and Projection of Council's Activities

A thought-provoking program could be arranged with the selection of three members, each of whom would talk for several minutes on these subjects; the secretary to review the council's history, the chairman of ways and means committee to talk about the various public-spirited projects carried on by the council; and, the president to project future plans of the council in which talk he should stress the need for closer relations with the national office and pledge the council's support and full participation in LULAC'S Silver Anniversary observance through the rest of the year.

### Good Neighbors

Thousands of miles of understanding join Mexico and the United States. A program on how LULAC is contributing to friendship and understanding along the international boundary.

### Convention Report

Your meeting during the early part of June and the late part of May could well be set aside for a review of their experiences by those of your members who have attended LULAC Conventions in the past.

25th Anniversary song for this month: "With a song in my heart."





Secretary Virginia Ochoa reported on the meeting had with Mayor Roy Hofheinz of Houston relative to LULAC's 25th Anniversary. A photograph was taken of Mr. Hofheinz in the company of Mr. Gilbert Gomez, President of the men's council, Lita Calderon and Virginia Ochoa. The mayor is shown holding the proclamation of the Houston LULAC Week, February 14 to 21st.

In the company of Miss Lita Ochoa (LULAC Ladies' Houston Council), President Gilbert Gomez (Houston LULAC Council) receives the LULAC WEEK proclamation from the Honorable Roy Hofheinz, Mayor of Houston.

District Governor David Adame paid a welcome visit to our January 28 meeting. He addressed the meeting to solicit our help for Miss Ana Becker of Argentina, who was traveling on horseback from Argentina, which she left 3 years ago, to Canada. Miss Becker needed financial help to continue her trip. It was pointed out that Miss Becker was penniless, that she had been refused any help whatsoever, even hospitality by the local Argentinian consul, and that her courage was certainly a tribute to the women of Latin America. Secretary Virginia Ochoa moved that \$25.00 be taken from the treasury and given to Miss Becker. Seconded by Miss Lita Calderon, the motion was carried.

Miss Susie Gonzales reported that Richard Borrego, recipient of our 1953 scholarship, had applied for, and obtained, a scholarship from the University of Texas.

Our Tasco Dance, held Friday,

February 5 was reported on by Miss Elvira Hernandez. She announced that a net profit of \$69.75 had been realized.

Our eyeglasses project was continued during the month. Miss Susie Gonzales reported that of 10 children recommended for glasses, it had been found that only 5 of them really needed glasses. It was also found that some of the children previously recommended for glasses were not needy, and that their families could easily afford the glasses.

Preparations continue for our big April Milk Fund Dance. As it was learned that Mexico Bello will hold a dance at the Rice Hotel on April 17, April 24 was tentatively selected as the date for our dance. An offer had been received from the Shamrock Hotel, offering their ballroom for the occasion at a price of \$600. Miss Palacios, seconded by Mrs. Hernandez, moved that a letter be sent to the Shamrock, thanking them but rejecting their offer. The motion carried.

Plans moved forward on our next new member's initiation banquet. Miss Emily Rimmer, seconded by Miss Hilda Vasquez, moved that we hold an initiation banquet every time we get 10 new members. The motion carried. Since the Council now has more than 10 new members, Miss Alicia Palacios Palacios was appointed chairman of our next banquet.

A total of \$96.00 was turned over to the March of Dimes. \$50 being direct contributions and \$46 having been collected by the members. Through the auspices of our Council, the VA Hospital patients were entertained by the internationally famous Tina Carillo, who sang several songs for them. Miss Carillo happened to be going

through on her way to Mexico. A report on this was made by Mrs. Reyna.

Our help was solicited by the Emergency Relief Committee for Cancer Patient's Aid, Houston, in obtaining food for The Posada, a place where needy out-of-town people board when they come to Houston for charity medical care. Mrs. C. Cortez volunteered to donate a case of pineapple juice. Mrs. Maria Reyna offered to donate a case of tomato juice, and Mrs. Julia Martinez, a case of Carnation milk. Suggestion was made by Secretary Virginia Ochoa that Miss Elvira Villareal, who is employed by a wholesale firm, obtain some quotations for us on the the various commodities needed, so that groups of two or three members could be formed to purchase these commodities by the case. Mrs. Joe Reyna appeared before the men's council to solicit their aid for this cause and was given their wholehearted support.

Our council went all out to put over the big 25th anniversary dance. Miss Hilda Vasquez reported that of some 60 invitations extended, at least 35 were accepted. Present that night were the consuls of China, Sweden, Spain, Mexico and many other countries. Many notables of the city of Houston and Harris County attended, as well as members from the Baytown, Rosenberg and San Antonio LULAC Councils, Past National President George Garza was the principal speaker.

Miss Josephine Lopez reported on the Valentine Day dance held at the VA Hospital. Some seven of our members were present, and it was the expressed feeling of the patient that this was the most enjoyable dance they could remember. Waltz prize was won by Miss



Cecilia Hernandez. Mrs. Reyna's son, who is a patient there, also won a prize.

At our February 23 meeting, Miss Helen L. Hale, Spanish teacher at Burbank School, and guest speaker, addressed us on the Mexico City track team which will compete against Texas A. & M. Mr. Liberman has invited the LULACS to be hosts to some 34 men and a few women coming from Mexico City for the event. A program for this purpose has already been outlined. This would include a luncheon at Mr. Tijerina's restaurant, a sightseeing trip, entertainment by local talent, another luncheon at Bill Williams' etc. Mrs. Reyna and Miss Angie Jimenez are taking care of the program details.

Sammie Alderete, Chairman of the May Issue of LULAC News, reported that he and his committee have launched the sale of ads, and that they expect to have all materials and lay-outs ready by the latter part of March. Johnny Herrera volunteered to head a committee for the purpose of getting the members paid up for the year or to date. A board will be used to show who is paid up and by doing this we hope to get as many members paid up, since this is important during conventions. The Laredo Council uses this system with success, and Johnny thought it would work well here too. Dave Adame will assist him on this project.

Chester Favre, one of our newest members, has been selected as the news reporter for the Council. Mr. Favre very graciously accepted the new post. Pete Casares is to assist Ernest Eguia as Junior LULAC Supervisor. The Social for the month of April will be handled by Chester Favre and Ruben Martinez. Alex Avila, Chairman for the March Social Affair, reported that the Grand Prize Brewery will be available for the social on March 17.

Ernest Eguia, Junior LULAC Supervisor, reported the Houston Junior LULACS now meet at the Newsboy Club on Main Street, which is a convenient location and also permits the Juniors to enjoy themselves as well as have business meetings. Mr. Woods, manager of the Newsboy Club, has been most cooperative, and in the past

4 weeks an average of 27 members have attended all meetings. The Juniors have set their goal on having the Junior LULAC Convention in Houston.

Mrs. Joe Reyna, of the Ladies Council, visited the February 25 meeting to solicit help on a project they had underway, that is, to obtain food for La Posada, an establishment where people stay who are being treated at the Cancer hospital. The Council assured Mrs. Reyna that the men's council would give as much help as possible to their project.

## Artesia, N. M.

Somehow Spring seems to turn the thoughts of the elders to consideration of the problems of youth, and in keeping with this idea, the Artesia LULAC Ladies, Council No. 211 has devoted much praiseworthy attention during the month of March to fostering LULAC — sponsored Scout activities. Keen interest has been evinced by all members at the various meetings, and the establishment of a Boy Scout Pack is well under way. Three Council Ladies so far have volunteered for the job of Den Mothers, and as the Scouting fever catches on, there are prospects of more volunteers. Instrumental in helping with the organizational problems presented by this activity have been Mr. Clarence Juarez, Scoutmaster, Mr. George P. White, Mr. Bush and Mr. Sparks.

Mr. Juarez addressed the meeting of March 30 and gave a clear inspiring talk on Scouting. He then introduced Mr. George P. White, who proceeded to explain the various organizational details involved. He detailed the duties of Den Mothers, and described what was expected of the organization sponsoring a Pack such as the furnishing of transportation when required, the providing of a suitable place to meet, and of the various items and materials required for the proper functioning of the Pack, such as flags, etc. The sponsoring council is also required to insure that Den Mothers as well as a Cubmaster are in attendance at the various activities of the Pack. The individual Dens meet on any prearranged day, and once a month a meeting of the various Dens in the Pack is held, and a program is put

on at which are displayed the various achievements and projects of the individual Dens.

\$72.20 was the profit on the recent enchilada supper that the ladies council gave. Several mothers have expressed an interest in the Cub Scout Packs that the council is organizing and already six have signed to serve as Den Mothers. Sixteen members of the ladies council will attend the meeting at Roswell, March 14.

Four delegates will attend the Regional Convention to be held at Carlsbad, N. M. April 24 and 25. The delegates are; Mrs. Hill (Barbara) Hernandez, Minnie Gomez, Bonnie Orona, and Mrs. R. C. Gomez.

## Richmond, Tex.

On Feb. 28, 1954, we installed the following officers: President, Eleo Flores, Sugarland, Texas; Vice-President, Alfredo Loza, Richmond, Texas; Secretary, Joaquin Mora, Sugarland, Texas; Asst. Secretary, Blas Rodriguez, Sugarland, Texas; Treasurer, Elias Guerrero, Rt. 2, Box 2, Richmond, Texas; Asst. Treasurer, Carlos M. Garcia, Richmond, Texas; Chaplain, Peter Lira, Sugarland, Texas; Sergeant-at-Arms, Pete Cantu, Rosenberg, Texas.

## Santa Fe, N. M.

At the regular meeting of March 30, 1954, the President of Council No. 33 introduced Brother Roland, director and trustee member of the Pan-American Club, and also Mr. Bill Moyrs, a member of that club. Brother Roland addressed the council, and stressed the possibilities of unifying various organizations with a view to forming a Little Theater group that could put on Spanish language programs and plays. He also aroused the interest of the council in an elocution contest to be held April 13th at the Little Theater. This contest is to be divided in two categories: Spanish-speaking and non-Spanish speaking. Mr. Joe B. Garcia, at this point, made a motion that our council contribute \$15 as a prize to be given to one of the winners. Seconded by Ben Martinez, the motion was carried. Brother Roland extended an invi-



## Lulac in action...

tation to all LULAC members to attend.

Another project described by Brother Roland was the setting up of a Spanish library under the combined sponsorship of LULAC, La Union Protectora, and the Asociacion Folklorica. Such a library would have books and literature in Spanish from all the countries of South America and from Spain, and would be of immense help in research work done by students of international affairs. The president thanked Brother Roland, and proceeded to name a committee to work with Brother Roland. This committee consists of Felix Martinez, G. G. Lopez, and Ben Martinez.

Albert Gonzales reported that the posters for the LULAC dance of April 18 were ready for distribution, and arrangements for the dance were about complete. Lalo's Orchestra had agreed to play for the affair at the Armory Hall. The Educational Committee headed by Gilbert Trujillo reported that the scholarships sponsored by the council are all ready, and circular letters have been prepared for distribution to all high schools. The Educational Committee also has under study the request of Mr. Arthur J. Vigil that the council sponsor a correspondence course in pedagogy for him. He is at present engaged in missionary work with the Maryknoll Brothers in Yucatan.

## Port Lavaca, TEXAS

In a fanfare of newspaper publicity, the new Port Lavaca LULAC council held its second meeting at the Shellfish Cafe early in December. At this meeting there was held the election and installation of new officers. The success of this meeting was due in great part to the fine cooperation of the Palacios, Texas, LULAC Council 184, whose members lent their untiring assistance to the new council.

Joe I. Herrera was elected president of the Lavaca council. Other officers elected were: Joe F. Carreon, vice-president; Arthur Campos, secretary; Apolonio Velasquez, assistant secretary; Adelo Rodriguez, treasurer; Savas Soliz, assistant treasurer; Fabian Dorado, chaplain; Jimmie Perez, sergeant-at-

arms; and F. R. Garcia, guide. Elected to the board of trustees were Gregorio Pina, A. P. Leal and Henry Flores. Leroy Moreno, district governor of LULAC and Eugene Gutierrez were guest speakers at the meeting. They served as chairman and assistant chairman, respectively during the election. The presentation of the local council's charter is slated for the very near future.

## Port Arthur, Tex.

LULAC Council 217 held its February 28 meeting at the Boy Scout Hut, with President Jose A. Dominguez presiding. The 14 members present joined Vice-President Salvador Ybarra in the Official Prayer and in the Pledge of Allegiance to the Flag. Treasurer Frank Rodriguez gave an optimistic report as to the state of the council treasury. The application of Mr. Manuel Moreno for membership was approved.

In connection with the council's membership drive, Brother Julian Sanchez of the Membership Committee submitted a study of various means whereby to reinstate members who are in arrears with their dues more than three months. Brother Jose G. Mendiola moved that the matter be set aside for further study, and the motion was carried. An invitation was extended to the members' wives to participate in a series of dinners being given for the benefit of the YMCA. Brother Mendiola also extended an invitation to all to attend the Inter-Faith Council on Peace Education program to be held in Beaumont on March 12, 1954, at the YWCA. Isidoro O. Martinez was then nominated and elected Chaplain for the remainder of the year.



## Order Now

Your L.U.L.A.C. Metallic Permanent  
Calendar in true colors of the flag

Only \$6.95

Lulac National Office

724 Caples Bldg.

El Paso, Texas

## Convention Proclamation

### GREETINGS:

By virtue of the authority vested in me by the Constitution and By-Laws of the League of United Latin-American Citizens, I hereby issue a call for a Regional or State Convention of the League to be held in the City of Carlsbad, New Mexico, on Saturday and Sunday, April 24th and 25th, 1954 for the purpose of transacting the official business of the League and other such matters as may be properly presented to the Regional Convention.

As to delegates, Article IV, Section 1, page 7 of the Constitution provides as follows:

A minimum of two delegates and two alternates duly elected and accredited from each active council which shall have not less than ten nor more than twenty active members in good standing, and an additional delegate and alternate when said council shall reach a membership of twenty-five, and one additional delegate and alternate providing, however, that no one council shall have more than seven delegates and seven alternatives.

It is my sincere wish that the forthcoming convention will be filled with purposes and fulfilled accomplishments of our League carried forth in the spirit of brotherhood and understanding. May God crown our efforts with success.

TILLIE V. GONZALEZ,  
Regional Governor of  
New Mexico



## The Wrecker

I watched them tearing a building down,  
 A gang of men in a busy town,  
 With a ho-heave-ho and a lusty yell  
 They swung a beam and the side wall fell,  
 I asked the foreman, "Are these men skilled,  
 The men you'd hire if you had to build?"  
 He gave a laugh and said, "No, indeed,  
 Just common labor is all I need.  
 I easily wreck in a day or two  
 What Builders have taken a year to do."  
 I thought to myself as I went my way,  
 Which of these roles have I tried to play?  
 Am I a builder who works with care,  
 Measuring life by the rule and square?  
 Am I shaping my deeds to a well-made plan  
 Patiently doing the best I can?  
 Or am I a wrecker, who walks the town  
 Content with the labor of tearing down?  
 —From the Scrapbook of M. W. Terrell



More than 100 boys participated in the annual Roundup for Boy Scouts of the Rio Bravo District, held at Camp Zack White recently. The roundup was sponsored by Lulac Council 132.

Scouts from eight different units competed in tests of their skills and camping abilities at the overnight encampment. Contests were conducted between various patrols in the troops.

Given Class B ratings were Troop 98, sponsored by the Anahuac Club; Troop 153, sponsored by the El Paso Rotary Club; Troop 10, sponsored by the San Jose de Cristo Rey Church of Smeltertown and Troop 57, sponsored by the East El Paso Rotary Club.

Receiving Class C ratings were Troop 82, sponsored by St. Francis Xavier Church; Troop 89, sponsored by the Ysleta 20-30 Club and Catholic Church; Troop 11, sponsored by the Ysleta 20-30 Club and Troop 21, sponsored by the St. Ignatius Catholic Church.

Among the members of the LULAC who judged events were G. S. Armijo, knot tying; Raymundo Santos, log pulling; O. R. Pimen-

## Lulac Holds Encampment for Rio Bravo Scouts



tel, first aid; Vincent Perez, nature; Ed Medrano, flag event; John Armendariz, message relay and Raymond Estrada, silent signaling. Co-ordinating the entire program were Luciano Santoscoy, president of the Council and Jesus Nuñez, chairman of the district Health and

Safety Committee.

Patrols were judged for their ability as campers and in the scouting skills and in their willingness to compete in the events as a group and promptness in reporting for the competition.



# The Formation of a Vocational and Educational Committee

Continued from last month

By George Ludl

Second, members should make all efforts possible to get themselves appointed to all the key committees and, whenever possible, to get elected to office. This opens the way to making union policy and putting it into effect. Membership in the credential and membership committee is of vital importance.

When these objectives are attained it should be comparatively easy to admit those prospective members that were mentioned earlier. It is realized that these objectives entail considerable long range planning, but they can be achieved. Each one of us knows one or more Spanish-speaking veterans who are capable of being trained in a skilled trade and would welcome an opportunity to begin training. By building up a strong and militant union organization, much can be done both economically and politically to better the lot of the Spanish-speaking people. A placing of these objectives on a state-wide basis will do much to gain better cohesiveness between the various unions and secure them much better cooperation.

We come now to the second phase of this educational program, that is, of college education. LULAC has long realized that leaders have to be trained in the professions so that after their training is complete, they may assume places of leadership in their various communities. It has been the policy of LULAC to make financial loans to needy students in order that they may continue their schooling. As LULAC is not a wealthy organization it has been necessary to operate on a small basis. That these loans have been of extreme importance is not even a matter for debate. But we all realize that we have not been able to render all the assistance that we would have liked to, therefore it remains that other means will have to be found to further the existing program of aid.

Again mention is made of the G.I. Bill. We all know of young Spanish-speaking people who, although capable of mastering the professions, often have difficulty in getting started in college. In many cases, all that is necessary is a few words of encouragement and advice by those people, particularly LULACS, who have already finished their higher education, to start these young people on their way. We are very lucky to have as active members in LULAC professional people such as teachers, lawyers, doctors, engineers, etc., who realize the difficulties that can be encountered but who, nevertheless, have surmounted them. Many of these LULACS are in key positions in the school systems and have a first hand opportunity to find these talented young people.

The veterans of course have no great difficulty, financially speaking, of enrolling in college, but these are perhaps the ones who need the greatest encouragement.

The other group is the one which is still in high school. This group does

not have the opportunities offered by the G.I. Bill. An investigation by this writer disclosed that there are thousands of scholarships available in this country for needy and meritorious students. A quick survey of scholarships available in New Mexico institutions of higher learning revealed that there are approximately 200 tuition scholarships worth \$200.00 per term available in the University of New Mexico alone. There are perhaps another 300 available in the other colleges in New Mexico, of varying amounts.

Apparently the trouble is that there has not been a sufficient dissemination of information concerning these scholarships. Among LULAC members in Santa Fe alone there are alumni from practically every college and university in New Mexico who already have valuable contacts in their respective alma maters. These contacts may be very useful in forwarding information to LULAC concerning available scholarships. This information may be passed along to interested high school students. A clearing house for such information may be set up very readily and this information can be sent to colleagues in the teaching profession throughout this state so that this information may be as widespread as possible. The use of funds available through the G.I. Bill and the existing scholarships may then be put to work for LULAC.

Another problem presents itself at this point, and that is of guidance and

help to the student during his first year in school. We all realize that the first years are the hardest in anything. This problem usually comes up in two forms, finances and morale. Let us review the first one. If the student had to avail himself of a scholarship, it follows that he is probably needy financially, and that he will have to augment his income by a part-time job. Arrangements can be made through the various student placement bureaus in most cases to get the student a job. Besides that, members of LULAC in the particular college community can usually find part-time jobs for those students with their own business associates, etc. The second problem is important in that every young adult has problems that arise and frequently needs advice and counsel. Invitations to these students from members of LULAC to attend the regular LULAC meetings for instance, will afford the student the opportunity to become aware of the aims and purpose of LULAC and prepare him for future active membership, besides helping him adjust to the new conditions which surround him.

All of these things have to be taken into consideration if LULAC is to be a dynamic force in furthering its aims. A dual program including both education and vocational guidance will provide the foundation for an ever-growing force of leaders who realize the problems faced by the Spanish-speaking people. It is our duty to do our utmost to further these aims with all the means at our disposal.

## - - Disorganized Councils - -

For ten months now this office has been sending LULAC NEWS to eleven councils in bulk! Reason for it has been that to date we have not received the roster lists that were supposed to be sent in at the beginning of the administration.

T. B. Villalobos  
Box 44  
Van Horn, Texas

Damas Partida  
1006 S. Bridge  
Victoria, Texas

Gonzalo P. Reyna  
305 E. River  
Victoria, Texas

Vicente Patlan  
P. O. Box 641  
Seguin, Texas

Eliseo Montoya  
General Delivery  
Pasadena, Texas

Mrs. Isabel Bustamante  
P. O. Box 192  
Van Horn, Texas

Isidoro Ramirez  
P. O. Box 634  
Eagle Pass, Texas

Mrs. T. T. Gonzalez  
1814 Lipan  
Corpus Christi, Texas

B. Y. Herrera  
c/o Henry Velez  
513 Chadbourne  
San Angelo, Texas

Homer Aparicio  
P. O. Box 722  
Palacios, Texas

Robert R. Mora  
529 W. Blucher  
Falfurrias, Texas

Certainly you want the NEWS and by the same token we want to know what if anything you are doing in that neck of the woods. May we hear from you ere this administration terminates?



# FAIR JOB LAW

Basically, FEPC is nothing more than a reaffirmation of principles set forth in our Declaration of Independence and supported by the Bill of rights:

"That all men are created equal; that they are endowed by their Creator with certain inalienable rights; that among these, are life, liberty, and the pursuit of happiness."

It is simple language, honest thought, and not confusing in any way. From that declaration of principle was developed the system of government we believe to be the very best. We fought the Civil war to protect the efficacy of those ideals and have fought two world wars to uphold them. The G. O. P. in Colorado must also act to maintain these principles if it is to keep its prestige and integrity inviolate.

Why is it necessary to pass laws demanding fair practices in employment when our governmental principles provide the same ends? Simply because human failings cannot be counter-balanced by those ideals. We all know that robbery is illegal, yet we must pass many laws covering specific violations.

It is a crime to rob a man of what he already has, is it not likewise a crime to rob him of the right to earn it? The law upholds that if by carelessness you damage an individual's physical ability to provide for himself, you will be required to pay in proportion with the harm you have done. That's what indemnity laws are for.

It follows, then, that if by prejudiced attitudes you cause the same hardships, laws should be set up to prevent them, lessen them, and/or provide a means of compromise in cases of violations which infringe upon the individual's right to "the pursuit of happiness."

FEPC is morally and legally sound and designed only to invoke enforcement of constitutional rights for all people in this nation. Ideals are fine if put into practice, but worthless if not.

LULAC NEWS

# DIARRHEA AND ENTERITIS



Following the lead of the LULAC organization for the past three years the El Paso City-County Health Unit has engaged in an intensive campaign to lower the mortality from diarrhea and enteritis among infants in this area. The project was originally suggested and initiated by the LULACS to cut down the death rate from diarrhea and it is now well organized and includes the cooperation of other civic agencies and the PTA groups. Each year workers from these agencies and groups go out in the affected districts and distribute handcards door-to-door and interview mothers in their homes. Below is a copy of one of the handcards which are distributed (printed in both English and Spanish):

## PART I CARE OF BABIES IN WARM WEATHER

A baby will become sick with diarrhea very easily in warm weather. All babies need extra care when the flies are bad and when food spoils easily from lack of ice. It is better to keep a baby well than try to cure him after he becomes sick. Here are ways to help you keep your baby well:

1. BOIL all water, milk, and bottles.
2. Do not feed baby uncooked food, vegetables, or fruit during hot weather.
3. If baby begins vomiting, or having loose stools during the night, do not feed baby anything for six hours, after that give ginger

ale or 7-Up, or rice water, only 1 tablespoonful every 10 minutes until baby has taken 10 tablespoonsful. Then baby may be given 1/4 glassful of same liquids every 1/2 hour.

4. In case baby continues to be sick, vomits, or has loose stools, take baby to one of the special clinics listed or contact a doctor for treatment. DO NOT DELAY TREATMENT OF YOUR BABY.

## PART II FOLLOW THESE RULES TO KEEP THE FAMILY WELL IN HOT WEATHER.

1. Put all garbage and refuse inside the garbage can and keep a tight fitting lid on the garbage can.
  2. Put all used toilet paper into the sewer.
  3. Keep house and toilet clean.
  4. Cover all windows and doors with screens or fine netting. Mend broken places or holes.
  5. Get rid of all flies in your house; especially keep flies off of food.
  6. Do not throw dirty water on ground or on floors.
  7. Wash hands before caring for baby or handling any food.
- Dr. M. D. Hornedo, director of the El Paso City-County Health Unit, has stated that the campaign has been so successful that the mortality from diarrhea and enteritis has declined steadily from 1951 through 1953. In 1951 we lost 71 babies from the disease; in 1952 thirty-two babies were lost; and in 1953 only 20 babies died from diarrhea and enteritis.

No matter what looms ahead, if you can eat today, enjoy the sunlight today, mix good cheer with friends today, enjoy it and bless God for it. Do not look back on happiness — or dream of it in the future. You are only sure of today; do not let yourself be cheated out of it.

—Henry Ward Beecher

Page 11



# San Antonio:

## THE CONQUERED AND THE CONQUEST

### por la Gringa

It was quiet  
and very sweet  
with scented flowers in the cooled  
patios

and the whispers of intrigue  
fluttering beneath the conversations  
at the meriendas  
and spoken under wrought-barred  
windows

political  
or otherwise.

### Chaperones

and pretty girls  
went deeply veiled  
to the cathedral  
and the girls looked up  
even as the boys  
to mate their hearts.

### Women

crooned the lullaby of Spain  
into rocking cradles,  
and followed time-polished customs  
with deep content.

### Men

were gallant,  
often brutal,  
often gentle,  
always men.  
They talked,  
one to another,  
and molded the affairs of home  
and of the world,  
their scheme of empire bounded  
by tradition  
and basic loyalty  
and the deep satisfaction  
of love of country  
not too concerned by what they saw  
because of their belief  
in self.

### And Into This,

into the quiet and the peace,  
roared drunk old Ben,  
stupid as a bull  
and only half as strong.  
"Who'll follow Ben?" he bellowed,  
too drunk to know or care,  
an army in himself  
in need be.

### They Followed Ben,

drunk on hate and conquest,  
and the dark blood flowed, clotted,  
and flowed again,  
the peaceful little stream ran red  
in and out and around,  
some people ran,

they knew not where,  
and others fought,  
and died,  
blasphemed and vomited  
and died  
and stench and burned  
as far as Heaven  
and unto Hell.

### The Sand Was Very White

in blazing sun  
and the river serpent-red.  
Some said the sky was blue,  
and others thought it green,  
and in the end the blue won out,  
by strength of steel, of saber,  
of stinking smoke from cannons  
paid in gold  
instead of loyalty.

### Quiet Came

again.

But not peace.

Peace had blasted into bits of shattered lead

and hate  
infiltrated into the hearts  
of all the men  
and their women  
unto this very generation,  
more's the pity.

### If Ben Had Died

in his wicked ignorance  
it would have helped.  
But old Ben lives . . .  
larger than life  
and twice as straight  
to celebrate the battlefield  
so that no heart can yet forget  
his fame or infamy.

### Ben Conquered Bodies,

but had no soul,  
and what these did not know  
is the gentle fact  
that souls live beyond deeds,  
and fatherland can withstand defeat  
beyond time.

### So Long As Ben Stands Erect . . .

so long as the river winds divided . . .  
so long as hearts have faith  
and hope  
the conquest continues,  
the conquered have not died,  
but live  
and fight  
in ignorance  
or knowledge  
but forever and forever  
until some tomorrow can bring

a gray wing of tolerance  
to brush the river dry  
and softly lift the statue  
of old Ben  
into oblivion.

### To These Conquered

I dedicate this hope:  
That the day be near,  
that charity and understanding  
shall fill the hearts of many men  
that the dead died not in vain,  
and that tolerance can come softly  
so that all men  
in all justice  
can lift high their hearts,  
and their cleansed souls  
answerable to God.

### VIGILANCE

Continued from page 4

"1. The Committee recommends that no complaint of a discriminative nature be taken from any but the directly affected parties.

2. The committee proposes to secure and to keep records of present and past happenings, with the evidence therefor secured in writing if possible.

3. No single member of this Committee must take action of any sort until formal and satisfactory evidence is secured, and careful study given to same, by no less than three members of the committee together.

4. No member of this Committee is to announce or express an opinion to the Press until authorized by a committee of three members, or unless authorized by the assembly.

5. Before an appearance is made by the Committee against an accused party, all other lesser means of rectifying the situation must have been exhausted."

The ever-present struggle for justice that we are engaged in is not a one-man fight, nor even a one LULAC council fight. It is the fight of all of LULAC. It was never truer that in our unity lies our strength. But the price of staying strong—and free—is eternal vigilance and alertness.

RAY DAGUERRE



# ***Tiny's***

**DINE and DANCE**  
**SANTA FE'S NIGHT SPOT**  
DANCING NIGHTLY

So. on Cerrillos Rd. on Albuq. Hwy

Dial 3-9997

Also New Spot Across From Bus Station  
SANTA FE, NEW MEXICO

## **Emblem Heating & Sheet Metal**

237 West Alameda  
SANTA FE, NEW MEXICO  
CUSTOM SHEET METAL WORK  
Night 3-7937 Phone 3-8812

Congratulations

## **WHITE SWAN LAUNDRY AND DRY CLEANERS, Inc.**

1368 Cerrillos Rd.  
Ph. 3-4305 Santa Fe, New Mexico

## **SALUDOS FROM** **New Mexico Engineering Co.** ZIA REALTY CO.

212 Third St., S. W. Albuquerque, N. M.  
Paul Sanchez — Ph. 2-2651  
A. B. Woodward, Jr. — Ph. 2-8849

COMPLIMENTS

## **BATRITE FOOD STORES**

Santa Fe Los Alamos  
New Mexico

CHIORDI BAKING CO.

## **BETTER BAKED BREADS**

Albuquerque, N. M.

## **SANTA FE CREAMERY CO.**

FINEST ICE CREAM  
DAIRY PRODUCTS

722 Cerrillos Rd. Phone 2-1231  
SANTA FE, N. M.

## **LA JOYA DE SANTA FE**

RESTAURANT  
FEATURING FINEST OF FOODS

530 Cerrillos Rd.  
Santa Fe, N. M.

THE RIGHT CLOTHES . . .  
AT THE RIGHT TIME . . .  
AT THE RIGHT PRICE . . .

***Moore's***

OF SANTA FE  
On the Plaza Phone 2-0861

## **COMER & MAC GILLIVRAY**

Distributors  
PHILLIPS PETROLEUM PRODUCTS

Gas — Oil — Lee Tires  
760 Cerrillos Rd. Phone 3-3241  
Santa Fe, New Mexico

## **SANTA FE TILE, INC.**

CERAMIC & CLAY TILE CONTRACTORS

Bathroom, Drainboards, Floors  
Fireplaces, Store Fronts  
Phone 3-3637 for estimates  
647 Cerrillos Rd.  
Santa Fe, New Mexico



Sec. 34.66 P.L.&R.

**U. S. POSTAGE  
PAID**

EL PASO, TEXAS  
License N. 1326

# **R. E. McKEE**

**GENERAL CONTRACTOR**

## **VALLEY DISTRIBUTING CO.**

BIG CHIEF PRODUCTS

New Mexico's Largest Specialty Distributors

2819 Second St., N. W.

Albuquerque, N. M.

**TEXAS**

**NEW MEXICO**

**CALIFORNIA**



## **PALOMA NIGHT CLUB**

DANCING NIGHTLY

Cocktail Lounge

Package Liquors

Dial 2-0808

1501 Broadway S. E.

Albuquerque, N. Mex.

Phone 7-9735

## **LA MEXICANA**

TORTILLA FACTORY

Order in Advance

Delicious Mexican

Tortillas, Tostadas, Tacos, Enchiladas,  
and Tamales

306 Coal Ave., S. W.

Albuquerque, N. M.

# **Tellyer Concrete Pipe Co.**

CONCRETE PIPE FOR CULVERTS,  
SEWERS & IRRIGATION LINES

P. O. Box 1629  
Albuquerque, N. M.

P. O. Box 206  
Farmington, N. M.

Station A, Box 3477  
El Paso, Texas