

LULAC



NEWS

Official Organ of the League of

United Latin-American Citizens



Mother



MAY, 1954



To a Wonderful MOTHER

It doesn't matter what the task
She always has the time.
When you ask her how she is,
She's always feeling fine.

Her duty begins before the dawn
And ends long past sunset.
She's just as gay as she can be.
You never hear her fret.

When you were small she dried
your tears.
And kissed a bruise or two.
Now you're fighting far away
She has time to pray for you.

There's a special place in heaven
We'll someday discover,
For all the folks who answer to
The precious name of "Mother."
—Dorothy M. Thompson

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

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 National Convention of the League to be held in the City of Austin, Texas, on Friday, Saturday and Sunday, June 11, 12, 13, 1954 for the purpose of transacting the official business of the League and other such matters as may be properly presented to the National 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 alternates.

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.

ALBERT ARMENDARIZ
National President

LULAC



NEWS

Official Organ of the League of

United Latin-American Citizens

Vol. 21

May, 1954

No. 11

EDITORIAL:

LULAC AND ITS GOOD PUBLIC RELATIONS

The standard requirement for a successful organization in our present-day society is that 90% of its work be devoted to perspiration or doing good and the other ten per cent to advertise it. LULAC in its twenty-five years of existence has fulfilled the greater part of this community work as any intelligent observer of our work can readily see. It has more to tell in the way of social usefulness than any other organization and a lot more than any large organization existing in our economic and cultural structure even if the situation is only seen from the standpoint of our youthfulness.

Even tho' we are more qualified than most organizations in our claim to broad social benefits introduced into our society, LULAC in the past has ignored the ten per cent necessary for successful existence. A program launched by our publicity department was designed to bridge the gap between the League and its public. We are now broadening the program to include monthly schedules each carrying a message to the councils pointing out the many ways in which LULAC can better serve in its role of Community Service.

These monthly programs have been carefully thought out, and designated to make the public conscious of many long forgotten developments which the League has contributed. If the people are made to realize the many socially-useful things we have done in our twenty-five years of responsible existence, and the fact that the League itself stands for these things, LULAC will come to mean something tangible in the daily lives of millions. It is not enough to merely "belong". We are saying belong and work for the organization so that we may continue to enjoy the way

of life to which you have been accustomed by guaranteeing the existence of those things we hold so necessary to daily life.

The monthly programs not only fulfill the need for creating a feeling of good-will in the many communities involved in our day-to-day existence but provide for the councils the much needed stimulus for healthy community work promotion campaigns. If the programs are used as directed and with the same enthusiasm which has gone into their preparation the League will enlarge the number of people who will speak of it with the respect it has earned through its twenty-five years of community work.

This, our anniversary year, has provided the effective springboard for the public relations program of the League. Our anniversary motto is being used in each of our letterheads and envelopes to lend even greater weight to the strength of the messages in our monthly programs. Continue to use these monthly programs as periodically provided so that there shall be no lag in this community work program. We are determined to tell of the social usefulness of the League and its influence to bring about closer relations between peoples.

Luciano Santosey

Dare to be wise; begin! He who postpones the hour of living rightly is like the rustic who waits for the river to run out before he crosses.

—Horace

In Our Mailbox...



I have enjoyed "Lulac News" very much and since I am moving to my new home on or before May 15th please forward the next edition to the following address.

231 E. Janisch
Houston 18, Texas
Thanking you I am
Yours truly,
Jim Garcia
Houston, Texas

817 E. Ocotillo Rd.
Phoenix, Arizona
May 1, 1954

My dear Mr. Armendariz

I am so appreciative of the time and information you gave me yesterday. It was most kind of you. I am extremely interested in your organization and read your pamphlets with great care. I believe I could discern an understanding that human rights and privileges are not divisible — we must work hard that others must have them if we wish them ourselves. Also, I am happy to note that you are guarding against the development of an inferiority complex, separating out injustices that are really ethnically determined from those resulting from individual emotional disturbances or the general tensions characteristics of our times.

I should appreciate your thanking your associate for me.

Sincerely,
Lucile Gustofson

Please be 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 positions 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; Trustees: Francisco Flores, Tomas H. Vela, and Raul Laurel.

Also, on March 14, 1954, assisted by Brother members, from 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. C. Rodriguez, Secretary; Gilberto Rodriguez, Treasurer; Rafael Leal, Guide; Luis Garza, Chaplain; Trustees: E. G. Garza, Teodoro Moncada, and Pedro Sanchez.

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.

Fraternally yours in Lulac,
Elias G. Garza.
Governor of Texas Lulac
District No. 14.

We of LULAC Council No. 1, wish to comment for the wonderful LULAC NEWS that was put out celebrating our 25th Anniversary. Each and everyone of our National Officers are doing a wonderful job for LULAC.

Wm. D. Bonilla
Corpus Christi, Texas

We have not failed once in four large events sponsored by LULAC Council 90 since its exploratory meeting of January 20th.

We have been able to count on an average attendance of over 50 members per meeting. At the moment, I can think of half a dozen distinct projects of general public

value and two or three of smaller, specific activity. Thus far, we have participated in five notable events, three of them confined to LULAC'S and friends, one co-sponsorship for civic purposes, and one for presentation of LULAC before a large church congregation. Each has served a good purpose and made the public aware of our contributive existence.

Members of the Council have participated in other activities of special concern to Latins, but, except for isolated cases individually, our membership is strictly devoted to LULAC.

We had good and recognized representation at the Colorado Latin American Conference, at the Latin American Educational Foundation dinner recently, and at the American Community Center Anniversary gathering two weeks ago. We also had five members present at a special dinner sponsored by a church congregation which has a total membership of over 1,200. I was the main speaker and LULAC also provided music and other entertainment.

Mr. Dan Valdes and our president, Dr. Bustamante, have been tireless workers, as have many other members, whom I could mention by name. Believe me, Council 90 has 40 or more people completely devoted to LULAC.

Ruben Valdéz, Chairman, Publicity Committee.



you won't miss a single issue of the Magazine if you send the following information . . . 6 weeks ahead of time 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.



Hello!

from your
National President

Dear Edward:

I am answering your letter in this fashion, because I am sure that you will agree with me that the discussion of your thoughts as expressed to me in your letter and as answered by me herein concern all of the members of our organization.

It was with great regret that I learned of your resignation from the League, for I believe that you sincerely believe in your reasons for resigning. It is impossible for me to agree with your reasons altogether.

That our organization is dedicated to the proposition that we must integrate with our fellow Americans cannot be denied, but are we, in this integration, committed to the idea that we must also lose all vestige of a culture and heritage which we possess, and which is undoubtedly a part of our very being? Does integration to you mean the breaking of all ties with your ancestors, and assuming a character which God has not given you? Can you truthfully state that it is impossible to be a true American with all your soul, a lover of this great country and its ideals, and at the same time love frijoles, and chili and tacos; and yes, Hay Jalisco no te Rajes? I do not believe so, for America derives its greatness from integrated Americans such as the Irish who wear their Green and dance their beautiful dances on St. Patrick's Day; the Germans with their resplendent bonfires at Easter-time, the Italian with his Pizza and his beautiful songs. Remember our official prayer? It states that we are gathered here out of many kindreds and tongues. All Americans nevertheless.

No, Edward, I am afraid that we cannot become more acceptable members of our society by stifling the heritage which we possess, for doesn't our Lulac Code, in its very second paragraph teach us to be proud of our origin and to maintain it immaculate?

It is my humble opinion that the ideal of integration as the sole purpose of Lulac is not only unwise, but is doomed to failure; for we have a unique situation amongst us, in that there is a constant influx of immigrants (braceros and wetbacks too) that make the process of integration a perpetual one. I would venture to say that a sudden stoppage of this immigration would find us fully and completely integrated within a single generation, but such is the situation, and we must be satisfied with plugging along in our efforts to decrease poverty amongst us, to terminate inertia and complacency so prevalent in our midst, to interest the indifferent, and by education and edification decrease our identification as beings foreign to this country to be used only in those jobs which others will not have.

We must act with the absolute knowledge that our culture and background are equally virtuous than the culture and background of our European or any other neighbors, that we can't and musn't feel ashamed of it, but should endeavor to make the better aspects of it, a part of the American way of life; realizing that in this, we have made a great contribution to the joys of life in these United States.

In any event, whether you are right or I am; whether both of us are right or both of us are wrong, the fact remains untouched that only through organization are we to achieve the maximum of happiness and respect for our people. We cannot, if we realize our personal responsibility to them, be like the little boy who would take his marbles home if the kids don't play the game his way. Re-join Lulac, Edward, it is a great organization with even greater opportunity for a person such as you to accomplish his purpose upon this earth.

Your friend,

Albert Amundson

IMPORTANT CONVENTION BULLETINS



LITERARY CONTEST closes soon! All entries must be in the mail and postmarked not later than midnight June 1st. Remember you have been given notice of a contest for the best poem on some phase of LULAC, its purposes, history or on a particular project or activity of LULAC. So gather up your thoughts about the glory of our organization, put on your bard's hat, pen a few lines and send in your entry now!! **TIME'S A 'WASTING!**

RESERVATIONS REQUESTS should be mailed direct to: Reservations. Commodore Perry Hotel, Austin, Texas. The Commodore Perry Hotel will be Convention Headquarters so we hope as many as can will be able to stay in this hotel. The Austin Hotel also gave the Austin Council an ad for the Convention Program so may we suggest this as your second choice for a hotel. Rates at both Hotels are reasonable. The Secretary of your Council or the Chairman of your Convention Delegation should see that a request for reservations is mailed in now, and, if necessary, additional requests may be sent in later.

PAST NATIONAL PRESIDENTS AND CHARTER MEMBERS or their families have been asked to furnish the National Convention Committee, P. O. Box 518, Austin, Texas, with an 8" x10" unframed photograph. Any Council having a Past National President or Charter Member living in their locality should appoint a member of the council to see these individuals or their families are contacted and that arrangements are made to send the pictures in right away. If properly identified, all photographs will be returned to any address indicated.

SILVER ANNIVERSARY TIES!! The Convention Committee has made arrangements to offer **LULAC MEMBERS** everywhere, whether you are coming to the Convention or not, an attractive necktie with the **LULAC SHIELD** on a silver background and just below the shield the words "**SILVER ANNIVERSARY**". These ties are only \$2.00 apiece and may be ordered in quantities of one or more from P. O. Box 518, Austin, Texas

Attention!

District Governor David Adame has called a District VIII Convention for May 23 at Baytown, Texas. LULAC Council 227 of Baytown will be host council. There will be a banquet and dance. Guests will include Frank Pineda, Regional Governor for Texas; George J. Garza, Past National President; and John J. Herrera, Immediate Past National President. Chairman of District VIII Convention is Tony Campos, Box 3335, Baytown, Texas.

CONVENTION PROCLAMATION

TO THE COUNCILS, OFFICERS AND OTHER LULAC MEMBERS OF TEXAS LULAC DISTRICT NUMBER 14, REGION OF TEXAS, LEAGUE OF UNITED LATIN AMERICAN CITIZENS.

GREETINGS:

By virtue of the authority vested in me by the Constitution and By-Laws of the League of United Latin American Citizens, as a personal representative of the Regional Governor of Texas, and in accordance with Article IV, Section 7, of said constitution, I hereby issue a call for a District Convention of Texas District Number 14 of the League to be held in the City of Laredo, Texas, on Sunday May 16, 1954, for the purpose of transacting the official business of Texas District Number 14 of the League and such other matters as may be properly presented to the Texas District 14 Assembly;

As to delegates, Article IV, Section 1, of the Constitution, is hereby declared controlling.

Among the principal matters to be brought before the District Assembly will be a survey of what can be accomplished in Lulac Extension work in District 14, a report of what has already been done by the present District Governor; and the election of a new Governor for the District who will be serve from July 1, 1954 to June 30, 1955.

With the help of Almighty God and your sincere cooperation, I feel confident that this our first District Convention in Laredo will be a success.

ELIAS G. GARZA,
Governor of Texas Lulac
District Number 14.

Done at the City of Laredo, State of Texas, this 3rd day of May, 1954.





Houston Council No. 60 held its regular meeting on April 1, 1954 in its usual characteristic atmosphere of intense activity. Visitors attending were Jose de La Cerda and Refugio Minjares. The applications of Benny Martinez and Albert Martinez were accepted, and the new members were welcomed by President G. Gomez.

Joe Reyna reported that, in connection with Cancer Month, the Cancer Society had been contacted for showing of a film to the council. A motion was made setting the time for this showing at 10:00 P.M. on April 8th. He also reported that the baseball team seemed destined to really go places, as some very good players were being lined up. The council granted Mr. Reyna's request for some needed baseball equipment for the team. The use of Mason and St. Thomas fields for baseball games has been assured.

Pete Casares, assistant junior LULAC superintendent, advised the council that the Juniors will hold their Junior LULAC National Convention in Houston at the Rice Hotel.

A new Membership Committee has been appointed, to be headed by Leon Eguia. With him on the committee will serve Mike Zepeda, Arnold Quintero, Rudy Esquivel and Alex Polanco.

HOUSTON, TEXAS

Miss Josephine Lopez has been appointed chairman of the Ladies' Annual Charity Ball. Mrs. Mary Reina is co-chairman.

Every year the Ladies' Council holds a charity dance in the Rice hotel for the purpose of raising funds to cover the Milk Project. This year the dance will take place in the Shamrock Room of the Shamrock Hotel. This dance will take place on April 24, 1954. Tickets are \$7.00 and the way the tickets are selling there will be a full house.

The Ladies' Council held initiation ceremonies at an informal buffet supper, at the Y. W. C. A. on March 18, 1954.

Those initiated were: Mrs. Mary Reina, Mrs. Sarah Moreno, Mrs. Virginia Jimenez, Misses Alicia Medina, Elizabeth Cisneros, Nancy Cisneros, Emma Flores, Elvia Villarreal, Olga Rodriguez, Tommie Ramos, Ruby Soraiz, Minnie Chapa, Frances Rodriguez, Julia Rodriguez, Adele Villarreal, Tillie Martinez, and Mrs. Irene Flores.

Guests were: Mrs. Ricardo Rangel, Mrs. Lucille Palacios, Misses Gloria Guerrero, Geneva Mancilla, Carmen Luna, Rose Moreno, and Rachel Gonzales.



Honored guests for the evening were members of the local Ladies' Council. Present were: Miss Helen Baca, President; Mrs. Thelma Segura, Treasurer; Mr. Morley Medrano, Chaplain; Mrs. Sara Sandoval, Sergeant-At-Arms; Mrs. Vera Garcia, Trustee; Mrs. Judy Quintana, Mrs. Amanda Sanchez, and Mrs. Pita Montoya, Members.

The Secretary, in behalf of the Council, expressed profound sym-

pathy to Bro. and Sister Conrado and Lou Gutierrez on the loss of their infant son.

Reactivation of Denver Lulac Council:

Bro's G. P. Gutierrez and J. W. Trujillo gave the assembly a verbal report on the recent 'reactivation' of the Denver Lulac Council, on March 27-28th. Bro. Dan T. Valdez, District Governor for Colorado, was instrumental in organizing this Council. Bro. Valdes invited the Los Alamos, Santa Fe, and Española Councils. All were represented. Bro's E. E. Garcia, S. O. Sandoval, C. P. Gutierrez, and J. W. Trujillo represented this Council.

Among the dignitaries of the League present were: Armendariz, National Pres., L. Santoscoy, Ntl. Director of Publicity, I. Sandoval, Regional Governor for Colo., and our District Governor, A. Gonzales.

Dr. Ernest Bustamante was elected President of the new council. The initiation and banquet were held at the Albany Hotel. During the banquet, held at the Mural Room, Miss Mercedes Jaramillo ("Miss Denver of 1951") was crowned LULAC Queen by our National President. Eloy Mares, one of Colorado's outstanding all-around athlete, was presented with a plaque by Dr. Bustamante.

The keynote speech was delivered by our National President. Armendariz stressed the great need among Spanish-Americans for education to develop leadership. Stating that "... education is not only a right but an obligation," he went on to say that "... we must develop that sense of leadership so our people can rise above their origin." "... No one is going to do this job for us—no one is going to give us our

leaders—we must do the job ourselves.”

During the ceremonies the Council was recognized as one of the best organizations in the League, and Bro. J. W. Trujillo was acknowledged as the outstanding Secretary of the League.

Supreme Council's Meeting— Deming, New Mexico

Bro. Ramon C. Quintana gave a verbal report on the Supreme Council's meeting held in Deming, New Mexico, on February 20-21st. The National President and other National officers were present.

President Armendariz expressed deep concern at the lack of expansion in the way of organizing new councils. He added that various organizers, District Governors as well as Regional Governors had "... perhaps not been as zealous as they could be in continuing the progress of the League ..."

Bro. Armendariz proposed that Section 7 of the constitution be amended at the National Convention in Austin "... whereas the District Governor's Office, while continuing to be an elective office, nevertheless should serve under the jurisdiction of the Regional Governor, and further empowering the Regional Governor to initiate "impeachment proceedings" if it was deemed necessary by the respective district councils, if respective District Governor was not fulfilling the duties of said office.

Also discussed was the term of office for which a District Governor is elected. It seems that said officer is elected to an indefinite term, thereby his tenure of office can literally be held indefinitely regardless of whether this officer is carrying out the intended duties as set forth by the National Office or not.

Another point brought out by the National President concerned Section 8 of the constitution. "... whereas only one (1) Jr. Council is allowed to be sponsored by a parent Council in any one given city, the National President feels that it should be amended to allow for two Jr. Councils in a given City, if the need for such a step was deemed wise by the respective parent Council."

Talk of replacing the word LAT-IN on the official name of the League brought forth the usual volley of 'pros and cons.' This issue

will definitely be settled at the forthcoming National Convention.

Bro. Armendariz advocates the hiring of a professional advertising man to solicit ads for Lulac News. Armendariz believes that this act would insure an increased revenue. He proposed that revenue derived from this sources be divided thus: 30%, Professional Services; 60%, National Office; 10%, to respective Council in whose territory the revenue is raised.

The President of the Deming Lions Club, one of the speakers at the meeting, elaborated on the local Lulac Council's contributions to the community and unequivocally stated that Deming was proud of the Council for its great work in that part of the country.

This Council came up for special praise, and especially recognized was Bro. Bennie Maes for his fine work in "juvenile delinquency."

In closing, Bro. Quintana stated that he and Mrs. Quintana found the meeting very enlightening and constructive, and generally speaking had an enjoyable trip and a wonderful time.

New Business

Motion to establish a Recreation Committee was made by Bro. B. Maes, and seconded by Bro. C. P. Gutierrez. Motion passed. The main functions of this committee will be to take an active part in "Youth Activity." Members volunteering their services: B. Maes, C. P. Gutierrez, M. F. Martinez, S. D. Sandoval, L. Silva and L. G. Rojas.

Motion to sponsor a Police "Little League" Team (ages 13 to 15), and to further commit the Council to a \$300 assessment to outfit this team was made by Bro. C. P. Gutierrez and seconded by Bro. M. F. Martinez. Motion passed. Bro. Martinez stated that his team will carry the LULAC banner, and will in 1955, be affiliated with the "Babe Ruth National League."

Bro. S. O. Sandoval moved that the Council submit the name of its Secretary, Bro. U. W. Trujillo, to the convention as a candidate for the office of Regional Governor. Motion was seconded by Bro. B. Maes. Motion passed unanimously. Bro. C. P. Gutierrez moved to instruct the delegation to Bro. J. W. Trujillo. Bro. E. E. Garcia seconded the motion. Motion passed unanimously.

Bro. J. W. Trujillo expressed sincere appreciation to the Council for the honor bestowed on him. He went on to say that he had been urged to seek the office by members of this as well as the Santa Fe and Española Councils. Bro. Trujillo went on to say that he would let his work for the Council as well as the League speak for itself ...

that if elected, his main endeavor will be to perpetuate the Aims and Purposes of the League, adding emphasis to the organizing of more councils, and maintaining the current Councils strong and active. Bro. Trujillo solicited the support of the Lulac Ladies present.

Port Arthur, Tex.

Mr. Robert Salas, applicant for membership, who resides at 126 11th Street, Port Arthur, Texas, was accepted for membership by the Council.

President Dominguez reported that a committee to collect funds for the deceased, Mr. Tony Rodriguez, was composed of Bro. Reyes Collazo and Bro. Julian Sanchez. The quick thinking and thoughtfulness of Bro. Salvador Ybarra was responsible for this action. This committee collected \$97.45. President Dominguez also reported that the Junior Lulacs with Miss Elisa Dominguez, the president in charge, had collected \$37.97, making a total collection of \$135.42.

Bro. Manuel Vera Jr., publicity chairman, will acknowledge to the many who contributed through the newspaper.

LULAC Council No. 217 met at the Boy Scout Hut, 326 Thomas Boulevard, on March 14, 1954, President Jose A. Dominguez presiding. A quorum of 14 was present. The applications for membership of Manuel Vera Jr. and Alfonso Ramirez Jr. were approved, and the applicants were accepted as prospective members. Alfred Valdez and Manuel Vera Jr. were initiated and given the oath by President Dominguez. Alfonso Ramirez Jr. will be notified of his acceptance.

Brother Albert Cadena advised that Council 235 of Beaumont was scheduling a special meeting for March 28, at which Past President John J. Herrera and other promi-

nent LULACS would speak. Our Council was urged to attend.

Brother Frank Rodriguez introduced a motion designed to facilitate the reinstatement of members in arrears. He suggested that such members pay an initiation fee in addition to the current month's dues that are due, and be readmitted. The matter is pending.

A letter from Brother Paul P. Silva, Junior LULAC Supervisor, was read. Brother Silva advised that the Juniors' meetings were very successful, and that they had celebrated their first anniversary with a weiner roast at Jaycee Park. A request by the Junior LULACS that they be allowed to sell hot-dogs after our Council meetings was approved.



This meeting was held at the Tepeyac Hall in order to allow the members to partake of a Mexican supper served by the C.Y.O. and at the same time to enjoy the entertainment if they wished to do so. Several of the members availed themselves of the opportunity and subsequently withdrew to the room reserved for LULAC for the evening and the meeting got underway.

A first reading was given the application of Enrique Rodriguez.

Gonzalo Diaz and Alex Martinez are to represent the council at the meeting of the Central Council of Social Agencies to be held Thursday, May 6, at the Hospitality Room of the El Paso Natural Gas Company.

Reports of Committees

First to report was Conrado Ramirez of the Ways and Means Committee who acquainted the council with the progress being made on the tentative plans for the Feria de las Flores. Mr. Ramirez mentioned that two or three clubs are to be approached with the idea of furnishing a queen for this festival. Mr. Ramirez presented several suggestions and the council agreed to the scheme—the committee is to go ahead as scheduled. Mr. Ramirez at

this time resigned his position as chairman of this committee due to business commitments and Mr. Sam Meraz was appointed. Mr. Ramirez further volunteered to bring Mr. Meraz up to date on the progress made and the plans still pending and will also help with the work involved as time permits.

Boy Scout Committee: Ray Santos reported that Troop No. 150 is sending five Boy Scouts to camp in Ruidoso this summer. The council is willing to pay for the transportation of these boys.

Mr. Pimentel, who is handling the contracts for the paving of the streets in South El Paso, mentioned that more than \$75,000 worth of paving has been sold. He requested that all those members who have contracts turn them in immediately to the Secretary. The Secretary will also get in touch with those members who have contracts that were not present at this meeting. A letter will be written by the council requesting the paving of 11th and 12th Streets.

Mr. Chairman praised the good work done by Mr. Rubalcaba on the citizenship class. Mr. Flores added to the praises of the Chairman regarding Mr. Rubalcaba's great contribution to the betterment of our people.

The chair informed the council that our next meeting has been set aside for further discussion of the by-laws.

Committee on Real Estate was formed to look at real estate for a LULAC home: F. A. Hernandez, J. C. Machuca, Dr. F. Licon, W. Flores and S. Meraz.

Bryan, Texas

Community Endeavor

1. A scholarship will be given to an outstanding student of Bryan at the end of the school semester.

2. Cash contribution to Santa Teresa Catholic Church.

3. Cash contribution to local chapter of the March of Dimes.

Good and Welfare of the Membership

1. Rendered financial assistance to one brother member.

2. Flowers sent to elderly man and child who passed away.

Other Council Activities

1. The Council sponsored dances to raise funds: Three at the Shilo Hall.

2. Council has bought a five (5) acre tract of land to build a dance hall and a ball park.

3. Council has organized a ball team.

4. Council will raffle a washing machine to raise funds.

Membership Statistics

1. Council was chartered on 4/30/53 with fifteen members.

2. Council's last report was forty members total.

3. Council gained nine members by initiation on 2/25/54 and five on 3/18/54.

4. Council's total membership to date: fifty-four.



With the meeting of April 2, 1954, Carlsbad Council No. 206 began a period of intense activity in preparation for the Regional Convention to be held there April 24 and 25. At this meeting, Trustee Cruz Fernandez, chairman of the entertainment committee, described a rough outline of the schedule planned for the Regional Convention.

Special guests, Vicente Jaso, Catarino Ornelas and Marcelino Hernandez, all from Lovington, N. M., were introduced.

In line with LULAC's "All for One, One for All" motto, Council No. 206 requested contributions for Brother Fred Armijo, who has been ill for quite some time now. Brother Vidal Fino reported to the assembled Council that a total of \$53.00 had been donated to date. Brother Cruz Fernandez moved that we carry Brother Fred Armijo on our books, and that the Council pay his dues, till such time as he recovers. Seconded by Herminio Ybaben, the motion carried unanimously.



A letter of appreciation for our part in the collection for the March

LULAC IN ACTION SAN ANTONIO, TEXAS

of Dimes was received by Mrs. Garcia and read at the meeting. Our collection totaled \$51.58.

A check for \$76.00 was deposited to our bank account plus \$16.11 cleared from a Bingo Party held January 30 and sponsored by Mmes. Villa, Lopez, Cervantez and Wilkins. A balance of \$7.03 from our Christmas baskets and \$7.00 of dues were also deposited.

A Crucifix, Mrs. Alonzo's gift to the Bingo Party, was not given out the night of the party by mistake. This gift was raffled among the members present and Mrs. Garcia was the lucky person. An additional \$1.75 from this raffle gives a total of \$17.86 as net income from the January party.

A letter from Joske's was received by Mrs. Garcia offering their auditorium for future use to our Council.

Mrs. Louise Gutierrez and Mrs. Manuel Alonzo will sponsor a Bunco party as of March 20 at Mrs. Alonzo's residence.

The regular meeting of LULAC Ladies Council No. 187 was held at the Bonnacini residence, and was called to order by Mrs. Fred Garcia. Opening prayer was said by Mrs. Cruz. To the great delight of those concerned, distribution of LULAC pins was made to those who had ordered them.

A report was made by Miss Angelita Cruz on the Pan-American Club Dance for the Kelley Civil Workers, which Council members attended as honor guests. Miss Lucille Lopez, daughter of member Maryben T. Lopez, was Sweetheart at this dance. Mmes. Flores, de los Santos and Padilla reported on their attendance of the LULAC Silver Jubilee celebration at Corpus Christi on February 28th.

Other matters of interest: It was announced that our Council had obtained the food concession at the Feria de las Flores on May 1st. A motion to raise monthly dues from 50c to \$1.00 was overruled. A motion by Mrs. Garcia for the Council to hold a party was unanimously carried, and Mrs. Alonzo was asked to see whether the Civic Center

Citizenship Classes in El Paso



El Paso Council is sponsoring one (or as many as are needed) night class to teach persons of this community who are interested in becoming American citizens; the fundamentals are taught in their native tongue. Mr. Julio Roberto Rubalcava is in charge of this project. Several volunteer teachers from our council responded to the call but several more are needed.

The citizenship has a \$200.00 scholarship fund for an outstanding student for the University of Texas

would be suitable for a ranch style dance.

A suggestion was received from Mrs. Montalvo that the Council contribute half a case of evaporated milk every month for needy families through Radio Station KIWW's program "QUE DIOS SE LO PAGUE!" The motion was to receive further study.

The most original modern authors are not so because they advance what is new, but simply because they know how to put what they have to say, as if it had never been said before.—Goethe.

Contemporaries appreciate the man rather than the merit; posterity will regard the merit rather than the man.—Buxton.

Minutes of Regional Meeting

Sunday April 25, 1954 at Carlsbad, N. M.

The meeting was called to order by the Regional Governor.

Prayer was given by Arsenio Gonzales, salute of the Flag was led by Alfredo Gonzales.

Mrs. Gonzales asked that the Councils who had made their reports yesterday do so today. The Los Alamos Ladies Council was called on first. Report given by Mrs. Garcia—"Our Council has assisted in the Cancer Drive, March of Dimes. We also gave a basket to a needy family for Christmas in Santa Fe. Made a door to door canvas for used clothing. Our Council has been very active and we have good attendance at the meetings."

Española Ladies Council — Mrs. Consuelo Vigil — "Have cooperated in Cancer and Red Cross Drives. Our Council netted the most in two hours. We have assisted in the Boxing bouts sponsored by the Men's Council. Recently we fed 100 people at one of these doings. The cooperation between the men and ladies council is very good. We will sponsor a dance on May 2nd. We sent a girl to Girl's State. We want to thank the Carlsbad Councils at this time for a wonderful time."

The Regional Governor congratulated them for the wonderful work they have been doing.

Roswell Ladies Council gave no report as they have just recently organized.

Carlsbad Ladies Council—"Have assisted in the Community Drives. Also helped sponsor the Junior Lulac. Have not done very much in the last three weeks."

Artesia was not present.

Santa Fe Ladies Council — Report given by Adela Gonzales. — "Have assisted in Community Drives, Cancer, Red Cross, March of Dimes, Heart, etc. We sponsored some dances during Fiestas of last year. Contributed in promoting better relationship with other countries by having as our guests an Iranian and an Egyptian. During Lulac week we sponsored a Bingo game, dance and supper, and had

a round table discussion over the radio. We donated three baskets for needy families for Christmas. We gave a \$200.00 scholarship and make loans to students for furthering their education. We assisted the Mens Council in the Solano Project. Our members have attended initiations and other meetings of organizing neighboring councils. Also hold food sales for raising funds. We hold meetings monthly and our council is very active."

Mr. Torres District Governor for the southeastern area gave his report at this time; — "Have enjoyed being district governor. During this time along with the help of Claude Fernandez have tried to organize Councils in Clovis, Hobbs, and Alamogordo. A Junior Council was organized in Artesia with thirty-five members together with a Ladies Council. Invited Jack Carrasco of Clovis to attend this meeting but receive no acknowledgment."

Council were reminded at this time that bids for next year's Convention would be taken up today.

A report on the various committees was called:

Rules Committee — Chairman, Arsenio Gonzales:

1. Roberts Rules of order shall prevail in the meetings.
2. Nominees to be limited to four minutes to give their speeches.
3. Methods of voting to be by secret ballot.

A representative from each council to present the votes of the individual councils to the Committee appointed.

4 That resolutions be voted on one by one as presented.

Adela Gonzales made a motion that we adopt the report of the Rules Committee. Motion seconded by Mr. Arellano. Motion carried.

Credential Committee — Report by John Otero. All councils presented their credentials and were allowed the following number of votes.

Artesia Mens #207 — 2 votes

Ladies #211 — 2 votes
Española Mens # 91 — 2 votes
Ladies #234 — 2 votes
Carlsbad Mens #206 — 7 votes
Ladies #208 — 2 votes
Los Alamos Mens #212 — 4 votes
Ladies #232 — 2 votes
Roswell Mens #220 — 2 votes
Ladies #221 — 1 vote
Santa Fe Mens # 33 — 4 votes
Ladies # 18 — 3 votes

A motion was made by Julio Juarez that their report be approved, seconded by Virginia Dominguez. Motion carried.

Resolutions Committee—Eugene Garcia:

Resolution #1 presented by Artesia Council #207. That all resolutions be presented to the resolutions Committee not later than 30 minutes prior to the meeting.

Alfredo Salazar made a motion that this resolution be approved, seconded by Eppie Chavez, motion carried.

Resolution #2 — presented by Santa Fe Ladies Council #18. That the office of Secretary to the Regional Governor be an appointive office by the Regional Governor hereafter and not an elective office by the Regional Assembly.

Claude Fernandez made a motion that this resolution be adopted. Motion seconded by Leo Torres. Motion carried.

Resolution #3 — presented by Carlsbad Council #206. "Be it Resolved that the League of United Latin American Citizens publicly express their gratitude to the Benevolent and Protective Order of Elks, Carlsbad Lodge No. 1558; for their wonderful assistance in making their excellent ballroom available for the Lulac convention and dance. Be it further resolved that it is our most sincere belief that without their cooperation the Convention would not have been the success that it was."

Resolution #4 — presented by Carlsbad Council #206.

Whereas, at a meeting of the New Mexico Lulacs, assembled in State Convention in Carlsbad, New Mexico, April 24th and 25th, 1954, notice was given of the recent death in Balmorhea, Texas of Brother Aurelio Navarette, active member of Carlsbad Council #206, of the League of United Latin American Citizens:

Whereas, said State Convention, knowing that Brother Aurelio Navarette was instrumental in the founding and early forming of Council #206, and that his zeal in behalf of the aims and purposes of our council and League, was an inspiration to the Latin American in New Mexico, and served ably as chairman of the entertainment committee and as delegate to the National Convention in Corpus Christi, Texas and Santa Fe, New Mexico in 1952 and 1953, respectfully;

Therefore; the New Mexico Lulacs acknowledge our great loss in the death of Bro. Aurelio Navarette and hereby express to the family of Bro. Aurelio Navarette our deepest heartfelt sympathy to them in their hour of great bereavement.

It is further resolved by the New Mexico Lulacs that a copy of this resolution be sent to the family of our late Bro. Aurelio Navarete and also published in LULAC NEWS."

Motion made by Alfredo Gonzales that Resolution #3 be adopted. Motion seconded by Mr. Torres. Motion carried.

Motion by Mr. Garcia that Resolution #4 be adopted. Motion seconded by Mr. Montoya. Motion carried.

A moment's silence was observed at this time for Mr. Navarette.

Mr. Claude Fernandez made an announcement that a luncheon and party will be held at the Lulac Hall after this meeting.

Bid on Convention City. Mr. Reyes of Roswell asked that next years convention be held in Roswell.

Mr. Gonzales of Española also asked that the convention be held in Española.

The Regional Governor asked the Councils to vote on the Convention City. Mr. Torres and Mr. Gonzales to pick up and count the votes. A vote was taken and Roswell received fifteen votes and Española received 14 votes. Therefore the Convention will be held in Roswell.

The Regional Governor advised the group that the New Regional Governor would be elected there at the Regional Convention and sworn in at the National Convention. Taking office the 1st of July. "My thanks to each and every one of you

If I Could Just Get Organized

By Douglas Mallock

There may be nothing wrong with you

The way you live, the work you do,
But I can very plainly see
Exactly what is wrong with me.
It isn't that I'm indolent

Or dodging duty by intent;
I work as hard as anyone,
and yet I get so little done.
The morning goes, the noon is here,
Before I know, the night is near
And all around me, I regret,
Are things I haven't finished yet.
If I could just get organized!

I often have realized
Not all that matters is the MAN
THE MAN MUST ALSO HAVE A
PLAN.

With you, there may be nothing wrong

But here's my trouble right along;
I do the things that don't amount
To very much, of no account,
That really seem important though,
And let a lot of matters go.
I nibble this, I nibble that,
But never finish what I'm at,
I work as hard as anyone,
And yet, I get so little done,
I'd do so much, you'd be surprised,
IF I COULD JUST GET
ORGANIZED.

who have cooperated with me in the past nine months of my term in office. I have enjoyed working with all of you and wish that I could have given more time. Some of you would not, could not and did not cooperate with your officers. Your officers are only as good as you make them, without the cooperation of each and every one of you the office cannot be successful in any way. Please try to give all your cooperation to your next Regional Governor and your District governors. Do not let personal and petty jealousy come into your Lulac work. Our organization comes first and always remember that it is bigger than any one. It is time that we realize that without organization we of Latin descent have no voice. Only by sticking together can we accomplish our aims. The

recognition which we have acquired has been through hard work and great effort. Do not let a few individuals tear down the things that has taken Lulacs years to build.

With the exception of the Santa Fe Councils, the New Mexico councils are all very young and have a long way to go to learn Lulac. We must keep working together to progress, remember that we are doing this for the future generation, our children will profit from our work in this organization. Get behind your officers and cooperate. In the past months I have visited several councils, the membership is very small in comparison to what there should be. When I ask the member, "Why is there not more members," the answer is usually, they do not have time. I am going to tell you a little about myself for the benefit of you who do not know me and my family. I am a mother of six children, my oldest girl is 19 years old, my baby is six months old. I am a wife, I have a wonderful husband who has been a very active Lulac, I hold a full time job, and doing all of this I have time and find time or give myself time for Lulac. Why do I do this? Because I have Lulac at heart and I love it. There is no one who can tell me they are giving too much for Lulac. I was among the small group who took it upon themselves to start more Lulac councils in New Mexico. We spent our money and our time to get Carlsbad, Deming, Artesia, Albuquerque, Los Alamos, Taos and Española started. What did these few individuals get out of starting these councils? Only the satisfaction that comes from Lulac work. Last year two candidates were submitted to the nominating committee for Regional Governor, a gentleman from Albuquerque, a member of Lulac for six months, and a lady who happens to be your present Regional Governor. When the woman was elected the gentleman felt insulted to think that a woman would take his place in Lulac work. Let me tell you, never underestimate the power of a woman for she can do Lulac work just as good or better than most men. I am not seeking re-election for Regional Governor.

Whoever is voted on for Regional Governor here today, please give him all your cooperation and help because remember that he will be only as good an officer as you make him and remember that Lulac comes first. Forget those petty jealousies and pull together. Again I want to thank all of the Councils for the wonderful work that has been accomplished in New Mexico the past year and for the cooperation they have given the National office. Thanks to the Carlsbad Council for a wonderful State Convention, I know that Roswell will go all out next year to make that convention a success."

Report on Nominating Committee — by Cruz Fernandez, Chairman. Only the name of Joseph Trujillo has been presented for Regional Governor. He made a motion that this assembly elect Mr. Trujillo by acclamation. Motion seconded by Eppie Chavez. Motion carried. Mr. Trujillo was declared elected Regional Governor for the 1954-1955 year by acclamation.

Mr. Trujillo: "Brother and Sister Lulacs. My sincere and profound gratitude for the honor bestowed upon me. I will perpetuate the aims and purposes of this organization. I have quite a bit of time available and will do everything possible toward furthering Lulac Work. I am a Lulac from the bottom of my heart. I have been secretary of my council and have tried to do a good job. I have cooperated with my fellow workers. I am not much of a public speaker but I will do my darndest to make a good Regional Governor. Your cooperation will be appreciated."

The Regional Governor declared the meeting adjourned.

Education begins at the mother's knee, and every word spoken within the hearsay of little children tends towards the formation of character.—Hosea Ballou.

The lust of avarice has so totally seized upon mankind that their wealth seems rather to possess them than they possess their wealth.—Pliny.

A. F. of L. Banner Praises LULAC

(Editor's Note: The following article is reprinted from the "A. F. of L. Banner," published by Aluminum Workers Local No. 220, Point Comfort, Texas, December, 1953. The publication is edited by Mr. W. C. Jackson, an untiring humanitarian, and a friend of LULAC. Brother Gene Gutierrez of LULAC Council 184, Palacios, Texas, has been active in spreading the LULAC message, as evidenced by this excellent write-up on LULAC. Gene also advises that almost 50% of the officers of Aluminum Workers Local No. 220 are of Latin-American extraction, a thing unheard of before in that area of Texas. A fine implementation of the principles LULAC stands for!)

* * *

The League of United Latin-American Citizens is a service organization dedicated to the highest civic and patriotic ideals. The League, or LULAC, as it is often called, has been particularly effective here in Texas and the Southwest in promoting justice and equality of treatment for American citizens.

The LULACS often quietly work behind scenes to resist un-American tendencies that deprive citizens of

their rights in educational, economic and civic activities. In a quarter of a century the League has made great strides towards these goals. What many Latin-American citizens now consider as commonplace opportunities were unheard of a few years ago.

Two years ago when this Union negotiated our agreement containing the famous Article IX, the news spread from New Gulf to Raymondville, that this Union wrote a non-discrimination clause in its contract that guaranteed equal opportunity for all. The LULACS, of course, didn't negotiate our contract, but the high aims and principles they had practiced for years, influenced the thinking and attitudes of the Union membership.

The aims and principles may be summed up in the LULAC Code, which says in part: "In war serve your country, in peace your convictions; discern, investigate, meditate and think, study, at all times be honest and generous. Let your firmest 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."



Corpus Christi Council celebrated in big form the twenty fifth anniversary of the League. Corpus Christi's Mayor declared the week as LULAC WEEK and the celebrations were culminated with a banquet. In the above picture you see Mrs. Sulema Perez, Judge J. Young, Past National President George Justo Garza, Mayor A. A. Lichtenstein, Mrs. A. A. Lichtenstein, Mrs. Ben Garza, Mrs. John Young, and Jacob Rodriguez.

PROGRAM FOR THE MONTH OF JULY

Feature Program for the Month

The hot summer months usually bring a low attendance to the meetings. The reasons vary, but the result is the same; **POOR ATTENDANCE**, regardless of the programs the councils put forth. This month let's divide the council into as many sections as are necessary to provide one captain with four or five members, for whose attendance he will be personally responsible. He will make sure they attend by either calling them or going by their home on his way to the meeting. It's a good way to pool your car say for a month. After a month another captain in the same section is named and he in turn is responsible for the attendance of the people in his section. Offer a small prize to the captain that gets perfect attendance for that period. It's worth a try any way, don't you think?

WEEK OF 4-10

During this week Columbia University celebrates its bicentenary. It started as King's College in New York City with eight students and one instructor. The theme for the celebration is "Man's Right to Knowledge and the Free Use There-

of." An exhibit of posters on this theme is available for public exhibition, and a very useful book of material for a speaker can be had, upon request, from the University's Bicentennial Committee, New York City.

WEEK OF 11-17

A program concerning the immortal ideals that the French people gave us and which have shaped the western civilization may well be incorporated. **Liberté! Egalité! Fraternité!**

The first Spanish Mission in San Diego, California was founded 185 years ago by Father Junipero Serra.

The first known use of the ballot in America took place 325 years ago, when a pastor was selected for a Salem, Massachusetts church. This anniversary can be a source for many LULAC programs; e.g., announcements for "Get-Out-The-Vote" campaign in coming elections, presentations by your local LULAC JUNIORS on "Our Ballot-

A Vote For Freedom"; a discussion on "Does Our Practice of Citizenship Meet Atom-Age Obligations," a talk on, "How the Ballot has Developed," by a historian, a LULAC tour of municipal offices, or a LULAC conducted tour for high school civic classes.

WEEK OF 25-31

This is the sixth month of our "25 YEARS OF COMMUNITY SERVICE" anniversary. Invite the member considered as the best speaker of your Council to make an inspirational address which will challenge your members and evoke the ultimate in individual member appreciation of the opportunities afforded each member during this Silver Jubilee. Each LULAC should make a re-dedication to the aims and purposes of LULAC—emphasize the fact that LULAC is the sum total of all the actions of all LULACS.

Develop the significant thoughts underlying the Silver Jubilee Anniversary theme — "25 YEARS OF COMMUNITY SERVICE."

EISENHOWER CITES

U. S. MEXICAN

FRIENDSHIP

— President Eisenhower Tuesday night called attention of the growing bonds of friendship between the United States and Mexico.

In a message read on the radio

program "America's Town Meeting of the Air," President Eisenhower commended the opening of a six-week discussion program on Mexican progress. Tuesday night's broadcast originated in Mexico City.

The President said in his message released here that friendship between the United States and Mexico "Is evident in the orderly way by which our two sovereign governments solve their mutual problems. It is apparent in the tremendous volume of commerce exchanged, and in the private investments which citizens of each country make in the other. It is manifested

culturally by the great numbers of our young people enrolled in such centers of learning as the Mexican-American Cultural Institute and by the Many Mexican students studying at universities in the United States."

He added that "More of us in the United States should learn about Mexico's great economic and cultural achievements over the past few years. And just as we can profit from studying Mexico development, so Mexicans can learn more about us and avail themselves of those material and spiritual values of ours which they may find useful for their own development."



The Supreme Court ruling holding that Jackson County, Texas violated the Constitution by keeping American citizens off of juries has given us an opening wedge in our fight for equal representation in matters that are important to all American citizens. Texas Attorney General John Ben Shepperd is correct in saying that this decision is applicable only to Jackson County, but has he overlooked the fact that it sets a pattern for our fight on equal rights for all citizens?

The Honorable Attorney General is campaigning for re-election. Does he, in his infantile reasoning, believe that we will support him in the coming election when we know that his thinking is so provincial? The problems of today must be dealt with by a broadminded, broad-thinking man.

Variety

HOW MUCH IS A BILLION?

If a person had started a business in the year A.D. 1 with a billion dollars capital, and if he had managed his business so poorly that he had lost \$1000 each day, in 1952 he still would have enough capital left out of his original billion to continue in business, losing \$1000 a day, for almost an additional 800 years, or until the year 2739. The U. S. National Debt on July 5, 1951, was \$254,652,514,692.28.

—Brevits



The weaker sex is the stronger sex because of the weakness of the stronger sex for the weaker sex.

—Aim

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

—Seneca



Make your Plans Now!

To attend LULAC'S SILVER ANNIVERSARY

NATIONAL CONVENTION

AT

AUSTIN, TEXAS

June 11, 12, 13, 1954

Lulac's Biggest Year

Sec. 34.66 P.L.&R.

U. S. POSTAGE
PAID

EL PASO, TEXAS
License N. 1326



LULAC CODE



Respect your citizenship and preserve it; Honor 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;

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.

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.