

# LULAC



# NEWS

*Official Organ of the League of*

*United Latin-American Citizens*



*Your Next Move....?*

**JUNE, 1955**



*In this issue:*



Articles by: Frank Pinedo



1955 National Convention

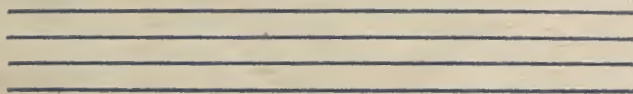


Mr. Lulac



Denver Council Reports



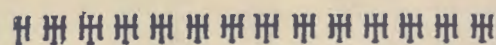
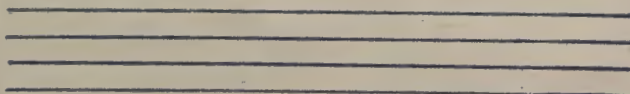


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# LULAC NEWS



*Official Organ of the League of United Latin-American Citizens*

Vol. 22

June, 1955

No. 12

## 1955 NATIONAL CONVENTION

### **GALVESTON, TEXAS — BUCCANEER HOTEL**

June 10, 11 and 12

#### **Friday, June 10:**

Registration: Beginning at 7 a.m.—Lobby, Buccaneer Hotel

Seminars: 9 a.m. to 12 Noon:

Housing Seminar, Buccaneer Hotel

Honorable M. C. Gonzalez, Past President General, Chairman

Resource Persons: 1. Mr. Luciano Santoscoy, National Director of Publicity; 2. Mr. V. M. Ehlers, Texas State Department of Public Health.

Employment Seminar:

Honorable Tony Campos, District Governor of Lubbock, Chairman.

Resource Persons: 1. Mr. M. B. Morgan, Commissioner of Labor Statistics, Austin, Texas; 2. Mr. Jerry Holloman, Executive Secretary, Texas State Federation of Labor; 3. Mr. R. L. Coffman, Texas Employment Commission.

Education Seminar:

Honorable Heraclio Sanchez, President, Las Vegas, New Mexico, Lulac Council.

Resource Persons: 1. Dr. George J. Garza, Past National President, "Educational Problems of the Spanish Speaking"; 2. Mr. Bascom Hayes, Texas Education Agency, "Educational Systems and Trends in our Southwestern and Western States"; 3. Mr. Lino Lopez, Human Relations Counsellor, City of Denver, and Consultant, Denver Public Schools, "Volunteer Programs in Education".

Public Welfare Seminar:

Honorable John J. Herrera, Past National President, Chairman.

Resource Persons: 1. Rev. Wm. D. O'Connor, O.M.I., Executive Secretary, Bishops' Committee for the Spanish Speaking; 2. Mr. H. Aubrey Elliott, Consultant, National Probation and Parole Association, "Combating Delinquency, Adult and Juvenile"; 3. Mr.

Thurman Covey, Director, Public Assistance Division, Texas.

12 Noon: Buffet Luncheon, Address by the Honorable Reynaldo Garza, Past State Deputy, Knights of Columbus, "Leadership".

2 p.m. to 5 p.m.: Seminars:

Public Health Seminar:

Chairman: Dr. Francisco Licon, M. D., National Director of Health.

Resource Persons: 1. Mr. W. D. Carroll, Director of Bureau of Vital Statistics; 2. Mrs. Hector De Pena, Public Health Nurse, City of Corpus Christi.

Community Service Seminar:

Chairman: Honorable Arnulfo Zamora, Past President.

Resource Persons: 1. Mr. D. R. Flores, Special Organizer for the Rio Grande Valley, "The Importance of Cooperating with other Organizations".

Public Relations Seminar:

Chairman: Honorable Luciano Santoscoy, National Director of Publicity.

Resource Persons: 1. Mr. Joseph W. Trujillo, Regional Governor of New Mexico, "Public Relations for Every Council"; 2. Mr. Glenn Garrett, Executive Director, Good Neighbor Commission of Texas: "The Importance of Working with Local Officials and other Civic Groups"; 3. Mr. Gib Devine, Falstaff Brewing Corporation: "Public Relations is Good Business".

LULAC Extension Seminar:

Chairman: Honorable Albert Armendariz, Immediate Past National President of LULAC.

Resource Persons: 1. Mrs. Manuel Matta, Arizona, or Johnny Gallegos, Mesa, Arizona; 2. Mr. Danny Olivas, Regional Governor of California; 3. Mr. Isaac Sandoval, Regional Governor of Colorado; 4. Mr. Arcenio Gonzales, Regional Governor-Elect of New Mexico; 5. Mr. Felix Tijerina, Regional Governor of Texas.

#### **Saturday, June 11:**

7 a.m.: Breakfast for Members of Supreme Council.

9 a.m.: Opening of Business Sessions, 1955 Na-

Continued on page 16



## In Our Mailbox...



Dear Bro. Santoscoy,

In reply to your letter of March 21, 1955, you will find enclosed some of the Calif. LULAC matter you ask me for. I must apologize for taking so long, but I have really been on the go. News of the utmost importance is that Bro. Alex Maldonado, Orange County District Governor and Bro. Nash García of the Stanton Council and myself have been devoting all of our time to organizing. Friday April 1, 1955, I am appointing temporary officers at La Habra, Calif. I am hoping for them to elect officers the first week in May. There are still matters to go over with them, but I am confident that they will apply for a LULAC Charter in May. I will send you full details after the April 1, 1955 meeting. We have also laid the ground work for councils in Buena Park, Garden Grove, and Westminster. Bros. Maldonado and García have been very instrumental in organizing in Orange County.

On April 2, 1955 I will travel to San Ysidro, Calif. for what I believe to be the final touches on organizing a Junior LULAC Council. Mr. and Mrs. Ramón Parra of the San Ysidro

Council have been the spark plugs in that area.

On my last visit to San Diego County, I made some contacts in National City, Calif. and I am waiting for some kind of reply from them. I will again meet with them probably April 2, 1955.

San Ysidro Council will have Initiation of members and Installations of Officers April 16, 1955 at the San Ysidro Civic Center. They will officially take office the first week in May.

Danny Olivas,  
LULAC Calif. Reg. Gov.

Frank Pinedo,  
National President, LULAC  
Littlefield Bldg.  
Austin, Texas.

Dear Frank:

I guess you probably said: that California has died with Steve, well Frank, you are wrong, we are really doing wonders down here and expect only success in LULAC from us Californians.

Since you were here last we started with a Bang and really went to town in organizing more Councils, I was lucky to get San Ysidro in before my term was up; but I have turned over the following contacts made by me for good LULAC prospects in their respective area:

Manuel Veiga Jr., 3601 E. 1st St., L. A. Tony Reyes, 6518 Eureka Ave., El Cerrito, Calif.

Bill Ostic, 1025 56th Avenue, Oakland, Calif. John García, 1742 Lincoln St., Richmond.

Joe Olvera, 549 29th St., Richmond, Calif.

Theo Valdez, 2997 Rollwood Dr., San Pablo, Calif.

John Garza, 14822 Sutton Drive, Los Gatos, Calif.

Cruz Saens, 1331 11th St., San Bernardino, Calif.

Delphina Andrade, 1812 Brown St., Bakersfield, Calif.

R. R. Cervantes, P. O. Box 648, Carpinteria, Calif.

Joe G. Mejia, 509 E. 4th St., La Habra, Calif.

Frank Mejia, 2826 La Casa Ave., La Habra, Calif.

Jaime F. López, 400 S. Bush St., Anaheim, Calif.

Luis Sandoval, 837 So. Olive, Anaheim, Calif.

Pete Santibanez, 728 Paulina St., Anaheim, Calif.

Daniel Manríquez, 4670 9th St., Carpinteria, Calif.

Mike Ramírez, 4864 W. 8th St., Carpinteria, Calif.

Henry Vásquez, P. O. Box 326, Tehachapi, Calif.

Alfred Verdugo, P. O. Box 953, Tehachapi, Calif.

Ray Miranda, Gen. Del. Fresno, Calif.

Ray Hernández, 1650½ S. Rubinioux, Wilmington.

Ray Alvarez, 21127 Water, Torrance, Calif.

Frank Roman, Gen. Del. Norwalk, Calif.

By the time you receive this letter we will be holding a meeting in La Habra to possibly form a new Council there. In the very near future Norwalk will be coming in. The Stanton Council chose a girl for their queen to represent LULAC in an affair that is going to take place in Buena Park next month. By doing this we have tied the knot to bind us with the people in Norwalk which we know will really go LULAC.

Frank some of the Orange Co. contacts have been made by Alex and I. Hope that you can send him a letter commending him for the fine cooperation he gave me. The newest incoming council of La Habra was also contacted by Nash García whom I have commended also for his fine work.

Our convention here was really an inspiration to the state LULACs and I believe that it has been the most successful one that we have ever had here in the state. What impressed me mostly was the interest everyone took to their respective workshops and fine reports rendered for which minutes are enclosed herewith. I wish to thank you also for sending George down to be with us, it really was a fine thing to have someone from out of state to come down to visit us. I hope that you

Continued on page 14

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## A Message from the National President

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You may remember my first message to you as your National President. I can remember it easily since the months have rushed by, but it is almost a year. My first job, I said, was to get you enthused about our organization. My first efforts were to be directed to the end to make the members start thinking of LULAC in terms of an energetic, fast growing and responsible organization. For LULAC to grow and prosper the members of our League would have to start thinking of LULAC twenty-four hours a day, seven days a week, and fifty two weeks out of the year, remember?

Well, LULAC has grown, and LULAC has taken tremendous strides in its development within the past few months. Just how many Councils have been organized, how much work has been done to develop new programs and to undertake new activities will be more fully revealed at the National Convention in Galveston. But Councils, programs and activities are only outward signs of the LULAC SPIRIT within our members. Outward signs, I say, of the inner enthusiasm of our members in the Aims and Purposes of our League. I have always believed that if LULAC members everywhere became enthused over the potentialities of our organization, we would not help but grow, we would be able to sell others on the worth and value of the organization that is yours and mine.

To the extent that we have won enthusiasm of our members the past few months have been successful. Certainly, they have been very pleasant ones. To the extent we exhibit the signs that Dr. George Garza has singled out in his article "Definitely Diagnostic" work remains to be done. But I am convinced that the LU-

LAC "Ship of Success" has been launched, and I say this without attempting to take any personal credit because the work that has been done within the past months has not been the work of any one individual. It has been made possible by the fine work of many of our National Officers, Regional Governors, District Governors, and others like Dr. Garza, and to these stalwart LULACS, LULACS who have worked long hours and late into the night so that our League may prosper and grow, you and I will ever be indebted, and we should be ever ready to show them that we are grateful.

I know I have many people to whom I will never be able to fully express my appreciation, and I will not attempt to do so here. I do want to single out one person who assumed a lion's share of the work of the National Office during the past year. He has been ever faithful, ever helpful and always the first to volunteer; I owe undying gratitude to Luciano Santoscoy, our National Director of Publicity. I want to thank him, and the many others who have made my work most pleasant and most rewarding. They have helped build my enthusiasm for LULAC; they helped LULAC grow.

God Bless You,

*Frank Pinedo*

NATIONAL PRESIDENT

— "All for One—One for All" —



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# Progress Report Set on Scholarship Fund

One of the major items of business to be discussed at the Officers' Luncheon of the Pied-month Section, of the American Association of Textile Chemist and Colorists will be a progress report on the Charles H. Stone Scholarship Fund. This meeting will be held in the Spring in Winston-Salem. Purpose of this Scholarship Fund is to help young men in the furthering or completion of their education in Textile Chemistry and Dyeing and related subjects at the School of Textiles, North Carolina State College, Raleigh and Clemson College, Clemson, S. C.

Article VII of our new Constitution provides: Each Region may be divided into as many districts as the Regional Convention may thourize, and within each district a District Governor duly elected by a District Convention or appointed by the Regional Governor, shall have full administrative control, subject to the supervision of the Regional Governor, and in keeping with provisions of the National Constitution and policies of the League.

Section I—District Governor  
—It shall be his duty to:

a. Organize, supervise, and counsel local councils within his district;

b. Present charters to, initiate members and install officers of local councils and at such time and place as he and the councils concerned may designate. Such duties may be delegated by the District Governors to any National officer or president of a local council;

c. Declare a local council within his district, defunct, and request the return of the council Charter to the Supreme Council after a thorough personal investigation reveals that said council has been inactive and/or in arrears to the Supreme Council for ninety days or more, and that all efforts to reinstate the

council have proved futile;

d. To make quarterly reports of the condition of his district to the Regional Governor within the time specified by the Regional Governor;

e. To make a periodical tour of his district and to be available, within reasonable reason, to those councils requesting their aid;

f. To call a meeting of the presidents of the local councils in his district for the purpose of transacting any matters of emergency affecting the district. Said group of council presidents and district governors shall constitute a Supreme Council for the district with the authority to act for the district between conventions, with the exception of the election of a Governor;

g. To have a voice and vote at the Regional and National Convention, and a voice at Supreme Council meetings;

h. To issue a call for and preside at a District Convention to be held during the month of May at a place designated by the district at its previous convention.

Section 2—District Convention: It shall have the power to:

a. Elect a district governor by majority vote;

b. Designate the date and place of its next convention;

c. Accept delegates from its councils on the basis and in the same number provided for a National Assembly in Article III, Section 1-d;

d. Legislate for its district, except that in no case shall such legislation be contrary to the National onstitution, resolutions duly passed, and the policies of the League;

e. Pass resolutions and constitutional amendments for consideration of the Regional Convention.



# NEW MEXICO REGIONAL CONVENTION

The Roswell Councils were the gracious hosts to the New Mexico Regional Convention held Saturday and Sunday, April 23 and 24. Among the special guests were, Ben Osuna, past National President of LULAC and noted attorney from Albuquerque, N. M., Dr. George J. Garza also past National President of LULAC and at the present time a research specialist for the Texas Employment Commission, Attorney Albert Armendáriz, immediate past National President, Mrs. Tillie González, immediate past Reico, Luciano Santoscoy, LULAC Regional Governor for New Mexico, National Director of Publicity, and others.

The convention opened in the Chávez County court house with the National President presiding.

## Mayor welcomes LULACS .

The morning session included the welcoming of the visiting delegations and guests by Roy D. Reyes, New Mexico Governor for District Three, in behalf of LULAC, and by the mayor of Roswell, Hon. Bert Ballard, in behalf of Roswell. Mayor Ballard expressed his appreciation for selecting Roswell as the convention city for 1955 and extended the hospitality of the city to all its guests. Cruz Fernández, special organizer for New Mexico, responded to the Mayor's welcome. In his remarks he stressed the need for the mastering of both Spanish and English by our youth pointing out the great expansion of intellectual horizons that are possible, and asked Roswell to consider the teaching of Spanish in its schools.

## Convention Banquet.

At the banquet given Saturday nite at the Knights of Pythias hall Pinedo told the delegates that the work of LULAC is being spread across the nation. He said that all citizens must participate if it is to reach

its full effectiveness. He pointed out that LULAC Councils are needed in all of the 48 states before the League has a truly effective program.

Joseph W. Trujillo, Regional Governor for New Mexico, was complimented by the National President for his fine work in his region and delegates gave Trujillo a standing ovation.

George Garza cited LULAC'S program of education, health and social welfare in his speech. He quoted from the LULAC Constitution its main purpose, "We believe in the democratic principle of independence in political and the right of equality of social and economic opportunities."

Arcenio A. González was elected Regional Governor.

Arcenio A. Gonzalez of Las Vegas, was elected Regional Governor for New Mexico with every New Mexico Council voting, except Santa Fé Men's Council. His only opponent was Jesús J. Molinar of Roswell. He will take office during the National Convention to be held in Galveston in June. Las Vegas was chosen as convention site for 1956.

## Resolutions.

The convention went on record to:

"Seek the cooperation of both government and civic organizations and health agencies to provide free Salk polio inoculations for all children in the most susceptible years."

Favored the enactment by the state legislature for more effective civil rights, including appropriations which will make existing laws concerning civil rights more effective.

— "All for One—One for All" —

Above are some of the pictures taken during the New Mexico Regional Convention held in Roswell, N. M. By the pictures you can see that the New Mexico Councils are very enthusiastic about the recent



issues of the National Organ. The Convention proved to be the most celebrated in recent years.



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# Lino M. Lopez Reports on the 7th Regional Convention

## of the Bishop's Committee for the Spanish Speaking

### Catholic Church Active in Study of Problems Affecting the Latin American

Lino M. Lopez, member of Mayor Newton's Committee on Human Relations and recognized authority on the Latin American, attended the Seventh Regional Convention of the Bishop's Committee for the Spanish Speaking at Corpus Christi, Texas on April 19 through the 22. Mr. Lopez was formerly on the Bishop's Committee as a delegate from Pueblo, Colorado. He is active in the G. I. Forum and serves as special advisor to the Denver Council of LULAC. Since 1952 Lino M. Lopez has been associated with the Denver Public Schools as a Consultant. His deep interest in the educational activity of Colorado's Spanish Speaking Group reflects the tremendous emphasis that he places on the work of the Latin American Educational Foundation. A summary of the Corpus Christi Convention proceedings follows:

The April meeting of the Bishop's Committee discussed the problems of migratory peoples. This year the Government of the United States and the Government of Mexico will reach an agreement to allow about 350,000 Mexican Workers into the United States. It is estimated that, in addition, about 1,000,000 illegal "wetbacks" will cross the Rio Grande and flood the labor market of the Southwest. This labor influx creates a "displaced group" of Spanish speaking American Citizens who cannot compete with the cheap Mexican labor. The problem is intensified by the fact that Industry and the Farmer of the Southwest actually prefer the wetback to the Spanish Speaking Citizen. The wetback works for as little as twenty-five cents an hour — at this rate it would take the average Spanish Speaking Citizen four hours to make enough to buy one pound of coffee. The wet back has displaced a group of American Citizens in excess of 700,000 at a time when the

labor force along the Rio Grande Valley and the border States is shrinking at a rate of 250,000 per

year. Mechanization and cheap imported labor have forced the Spanish Speaking American to Industrial urban areas where a host of new social and economic problems are born. It is significant that along the border States there exists an unemployed force of Spanish Speaking Americans of approximately 500,000 — and yet, the Government of the United States imports a labor force of 350,000. A great saving to the American Tax-payer could be accomplished (in unemployment benefits, welfare, police burdens) if the border were closed.

The wetback is a man without rights. He is without consumer power. He is a man that must spend at least part of his day and all of his night in hiding. Father Escamilla, a Mexican Priest, outlined the wetback problem from the Mexican view-point. He stated that the wetback is lured by the high wages of the North. The wetback crosses the border: he is then beyond the law of either government. Some are stranded; some refuse to return. The wetback not only siphons labor out of Mexico, but he also helps to create new problems — families left behind are given new responsibilities. Wives must become breadwinners, and children, as soon as they are able, must become men and women.

The wetback is a problem because two governments cooperate to prepare the problem.

The work of the Convention may be summarized by the following recommendations and proposals:

(1) Create communities for the migrant workers. The plan of the Archdiocese of Missouri was cited as the example. Forty migrant families were given a tract of land and an opportunity to buy their own

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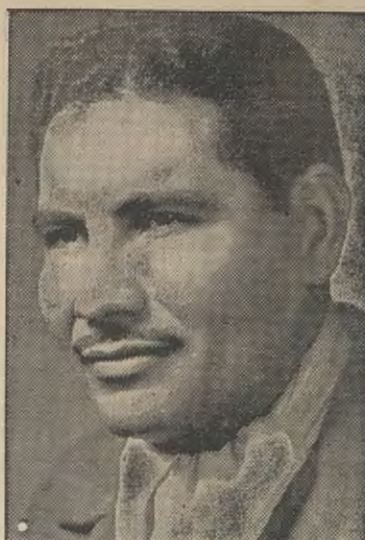
# Mr. Lulac

On Sunday, February 13, 1955, at the Supreme Council meeting held at the Plaza Hotel in San Antonio, Texas, the Regional Governor of New Mexico, Hon. Joseph Trujillo, paid a tribute to Past National President George J. Garza. In his tribute Bro. Trujillo referred to Dr. Garza as "Mr. Lulac." His statement brought to mind the fact that on several occasions during the past few years that terminology has been used by many of our Lulacs when referring to Dr. Garza.

It is hard to determine just what people have in mind when using the term "Mr. Lulac," but certainly to those of us who have known Dr. Garza for many years the application of the term to him can only mean a person who is truly and sincerely a Lulac in every sense of the word; a man with a deep sense of humility and responsibility, a love of humanity, a great and unselfish desire for the betterment of his fellow-beings; and a man so well versed in Lulacism and so active in that doctrine as to be outstanding in thought and action.

Bro. Garza, throughout his many years of service in Lulac, has exemplified all of the above-mentioned traits of what can be called a true Lulac. His entire bearing is that of a true gentleman, courteous and considerate in his relationships, calm and deliberate in his thoughts and actions, gracious and charming in manner befitting a man with spiritual and physical strength, and loyal to his personal principles and those of Lulac. He is a natural-born leader who enriches his leadership qualities with a deep and sympathetic knowledge of human nature and its problems. He is rabid in his beliefs yet tolerant, understanding, and diplomatic as regards the beliefs of others. He opposes all that is detrimental to Lulac with an overwhelming fervor yet he tempers it with a tactfulness that affects even the most belligerent of his opponents, and they respect and admire him in spite of their opposition and feelings.

For years he has inspired Lulac to greater accomplishments. His dreams have been practical and his suggestions inspiring. Seniors and Juniors alike



**Dr.  
George  
J.  
Garza**

have profited from his vast store of experience and understanding. He has helped to steer Lulac through nebulous situations and has helped to bridge gaps of possible dissension within the League. During his administrations as National President he greatly added to the dignity of the League, and everywhere that he represents Lulac the organization grows in stature and prestige.

At a time when most past National Presidents have cut off their Lulac activities and affiliations because their greatest honors are behind them, Bro. Garza continues his energetic work in behalf of Lulac. He continues to counsel and advise the elected leaders of Lulac and lends his abilities and his inspiration to the work. Surprisingly enough he does not ask for nor does he expect to be accorded honors or privileged stations by Lulac. He serves Lulac for the sake of the service he may render and not for the honors that Lulac can bestow. The fact that he continues to serve although he has received the highest honor Lulac can bestow upon anyone (the office of National President) is proof beyond any doubt as to his earned right to the title of "MR. LULAC".

It would be mere repetition to list the many activities of Bro. Garza in behalf of Lulac since they are a by-word among Lulacs throughout the Southwest. It would be as repetitious to enumerate his many accomplishments in his own personal and professional life. Suffice it to say that his Lulac work and his personal accomplishments have definitely carved a place for Dr. Garza as one of the outstanding Latin Americans and Lulacs of the Southwest: a man beloved, respected, and admired by Lulacs and Non-Lulacs throughout this area. He is truly "MR. LULAC," the very personification of Lulac, its aims and purposes, its code and its faith.



# ★ WE DO OUR PART ★



This Council is preparing to enlarge its scholarship fund in order to make more scholarships available to worthy students. The treasurer reports that the Council is solvent and that there are no outstanding debts to be paid. New members of this Council are Eli Jimenez and Frank Romero. A vote of thanks was voted for Bro. Claude Fernandez for his LULAC work during the past year.



## Lulac Members Help Boost the Latin-American Educational Foundation

Member-contributors of the Latin American Educational Foundation met at the Mount Carmel High School on Thursday, March 24. The Dinner-Business meeting was highlighted by a talk given by J. Leslie Kittle, Director of Public Relations of Colorado Woman's College. The annual report of the Foundation listed \$7,000.00 collected during the 1953-54 campaign, and approximately \$6,000.00 collected during the current fund drive. It was emphasized, however, that the drive is not over and contributions may be mailed to the Foundation Headquarters at 730 30th Street or to any one of the officers. The outstanding work of Mrs. Herman Vigil, who collected \$1,200.00 for the Foundation, was cited as an example of what can be done by anyone interested in the betterment of the Latin Americans.

Dr. Ernest Bustamante serves as Vice President; Lino M. Lopez is the Executive Secretary. Mrs.

Lena L. Archuleta and Miss Helen Burke serve on the Board of Directors. The Denver Council is proud of the part played by these LULAC members in the work of the Foundation.



The two El Paso Men's Council will sponsor a dance in the near future.

"Viva Mexico" a film will be shown at the next meeting for the Downtown Council. Raymundo H. Holguin has joined this Council.

Councils 132, 8, and 9 met at the Hilton Hotel and elected a new District Governor he is none other than J. C. Machuca. Mr. Machuca was recently honored for his outstanding work during the past quarter century that he has been a LULAC member.

## Galveston, Texas

NO REPORT.

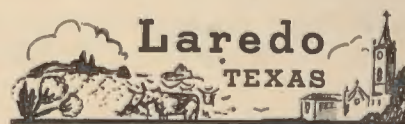


Gilbert Sepulveda and Alfred Ochoa have joined the Council.

F. Salazar, of the scholarship committee, reports that there are 25 aspirants to the scholarships given by this Council. Houston Baseball Team beat the Bryan team 7 to 6. Proceeds of the Cinco de Mayo celebration will be divided 50% going to the National Scholarship Fund and the other half to the Council. The annual scholarship fiesta netted a profit of \$1,400.00.

Ladies' Council 22 elected the following delegates to the National

Convention; Miss Mary Alice Palacios and Miss Adele Villarreal. This Council is also sponsoring the District Convention to be held May 29. \$200.00 was voted for a floor show to be held in conjunction with the dance at the Shamrock Hotel.



Dr. M. E. Malakoff won the attendance prize given by this Council.

A blow out party is to be held to raise funds to promote the candidacy of Oscar M. Laurel who is running for National President. Delegates to the District 14 Convention are, Alfredo Garza, Howard Ruhlman, Oscar M. Laurel, Francisco Flores, Richard Morales, Salvador Mora, Arnulfo Zamora. This Council donated a trophy to the Winter Baseball Club. This Council has regular ballot boxes using white and black marbles to vote on new members. Hermino Martinez is a new member of this Council.

## Los Alamos, N. M.

Ladies' Council 232 will start a scholarship fund, and a Cub Scout Troop. Nominations for officers was held and the election will be held shortly.

## Pecos, Texas

Elections for officers was held with the following results; President, D. V. Vijil; Vice-President, Urbano Morales; Secretary, Efred Dominguez; Treasurer, Johnny Vuelas. Junior LULAC Council was installed May 8th. Refreshments and lunches were served. A dance followed the ceremonies. LULAC WEEK Feb. 13-20 was declared by the Pecos Mayor Hon. Glenn Stafford. On Feb. 16, an Initiation Ceremony and banquet were held.



## Placentia, Calif.

President Rudy Rodriguez appointed the committee chairmen as follows: Ways and Means, Fred Castillo; Publicity, Art Castillo; Membership, Jack Gomez; LULAC NEWS, Ofelia Rodarte, Emily Vargas; JR. LULAC Supervisor, Leonel Magana; District Fund, Fred Aguirre; Welfare, Eddy Gonzalez. Newly elected officers for this Council are; President Rudy Rodriguez, Vice Pres., Jack Gomez; Secretary, Fred Aguirre; Treasurer, Eddie Gonzalez; Chaplain, Ismael Vargas; Sergeant at Arms, Luis Gomez. Two one hundred dollar scholarships will be given. A booth will be operated by this Council at the Lion's Fair.

## Port Arthur, Texas

The Council approved a motion to send flowers to all deceased Latin-Americans in the community. A softball team is being sponsored, as well as a Boy Scout Troop. \$76.03 were collected for the March of Dimes. Miss Adelina Candillo is the recipient of a one hundred dollar scholarship. She will attend Lamar College in Beaumont, Texas.

## Port Lavaca, Texas

To interest people in paying their poll tax a dance was sponsored with the admission being a recently purchased poll tax. Lozano P. Reyna is a new member.

## Santa Fe, N. M.

NO REPORT.

## Stanton, Calif.

Delegates to the National Convention were elected, Nash Garcia and Jim Miranda will represent Placentia. A flag was presented to the new La Habra Council. Election of officers will be held May 10.

## Taos, N. M.

NO REPORT.

## Silver City, N. M.

The results of the recent election for Silver City Council are: President, Andy Padilla; Vice President,



# LULAC

## in the News

### MARY GRACE PEÑA DIES IN SANTA FE

It is with great sorrow that LULAC notes the passing away of Miss Mary Grace Peña in Santa Fe, New Mexico. Miss Peña was active in all phases of Latin American Community life. She was a graduate of Highlands University. She served as secretary of the Latin American Council, as treasurer for the 1954 Colorado Latin American Conference, and as treasurer of Denver LULAC Council No. 90 during 1954. Miss Peña was a member of the Jane Jeffersons and the Young Democrats. LULAC members will remember Miss Peña for her outstanding work with the Junior LULAC Council of Denver. The entire Council joins in the expression of a word of condolence and sympathy to the bereaved.

### FLASH

Miss Vicky Magdaleno has been appointed by the Regional Governor of California as Regional Secretary. Miss Magdaleno is at present employed as secretary at the Coast College, Costa Mesa, California. She is a member of Council 147.

Henry M. Chepok; Secretary, A. Quintanar; Treasurer, T. M. Rivera; Chaplain, Manuel Madrid; Sergeant at Arms, Manuel Sierra; Trustees, Gregorio Mesa, George Marquez, and Miguel Saipan.

Seven new members will be initiated in the next few days, as will a Ladies' Council. Bros. Mesa and Sierra are keeping the junior ball teams pretty busy these days.

## Trinidad, Colo.

NO REPORT.

— "All for One—One for All" —

### AUDIENCE PLEASSED BY MENDEZ CONCERT

Rafael Mendez and a specially organized student band pleased a large audience Wednesday night May 11th at the Ilfeld auditorium, when local music lovers were introduced to the thrilling notes of the Mendez trumpet. A large accompanying band was composed of members from the following schools: Highlands University, El Rito Normal, East Las Vegas, Taos, Wagon Mound, and West Las Vegas. Prior to the start of the concert, the master of ceremonies, David Montoya, expressed gratitude to Highland University, on the part of LULAC, for the use of the auditorium.

Among the numbers played by the concert band were: "Youth Marches On", "Mendez Czardas", "Mexican Hat Dance", "Poem", "Medallion", "Whistling Bobby", "Symbol of Honor", "Tico Tico", "La Macarena", and "Chiapanecas". Mendez explained to the Ilfeld audience that he had arranged the program music for professional musicians. He complimented Las Vegas for being able to produce a group of student musicians of such unusual competence.

Conductors of the various bands participating were: Champ Tyrone and Elwyn Weinandt, Highlands; John Romero, El Rito; Jay Williams, East Las Vegas; Frank Montoya, Taos; Harold Burnsworth, Wagon Mound; and Litra Romero, West Las Vegas, who also directed the combined band. Members of the audience who applauded sturdily at the end of the program, hoping for more than one encore, did not realize that Mendez had performed an act of courage in appearing at the concert.

Early Tuesday morning, in his hotel room, Mendez suffered an attack of stomach disorder and fainted, striking his head and face.





#### GALVESTON PLEASURE PIER

Texas' favorite vacation spot—the fabulous Gulf-front resort area on Galveston Island. Centrally located in the Famous Seawall Boulevard is the Buccaneer Hotel, top center, site of the LULAC national convention June 10-June 12. In the foreground, the City's \$2,000,000 Pleasure Pier extends 1130 feet out over the Gulf, housing a huge exhibit hall, ballroom where nightly dances are held in the summer season, outdoor theater, T-head fishing pier, and other resort facilities. Other piers house recreation, and eating places and night clubs. More than 100,000 visitors joined in the Splash Day festivities April 30 and May 1 this year and a million summer visitors are expected along the 32-mile beach front.

## Hon. Dennis Chavez Principal Speaker at Convention

Hon. Dennis Chavez, U. S. Senator from New Mexico will be the principal speaker at LULAC National Convention to be held June 10, 11, 12 at Galveston, Texas.

Senator Chavez is looked upon by the Spanish speaking people in the Southwest as their own Senator, one to whom all sorts of personal matters are referred constantly, and rightly so, for he is the only Senator of Spanish descent, the one who knows his people best.

Senator Chavez is the son of David and Paz (Sanchez) Chavez, one of eight children born on April 8, 1888 in Los Chavez, Valencia County, New Mexico. He has been Senator for twenty years. A lawyer by profession, he started his public servant career as Congressman in this state. In 1930 he was appointed to the U. S. Senate by the then Governor Tingley.

Governor Tingley's good choice was confirmed when he was elected to the Senate in 1936. During his long political career, in which he has served honorably and well, he has been appointed to several important committees, all of which tend to show the Senator's chief legislative interests. Some of these committees are, Committee on Appropriations, Post Office and Post Roads, Education and Labor, Indian Affairs, Irrigation and Reclamation, and Territories and Insular Service. He is often referred to as the "Champion of FEPC" and "Porto Rico's Senator."

In 1939 he urged that the United States recognize Spain's Franco. He urged the extension of trade relations with Latin America.

In 1911 he married Imelda Espinosa, they have two children, Mrs. Stanley W. P. Miller wife of an attorney and Dennis Chavez, Jr.





## Lulac Activities

### A NEW HOUSE CLUB FOR LULAC

LULAC Council No. 60 of Houston, Texas recently bought a home which is to be remodeled into a private club house for all Houston Lulackers. The above photograph shows three of the Houston Lulackers hammering away at their new club house. The bespotted person in the foreground is Mike Zepeda; others unidentified.

### NEW OFFICERS OF LULAC COUNCIL IN HOUSTON

The newly elected officers of Lulac Council No. 60 of Houston, Texas are shown taking the oath of office. Reading from left to right: Front Row: Sam Olvera, Secretary, Genaro Flores, Parliamentarian, Julian Chapa, Sergeant-at-Arms, Paul Gutierrez, Treasurer, and David Adame, District Governor

Second Row: (2 persons, only) Gilbert Gomez, Jr., President and Felix Salazar, Jr., Vice-President.

Last Row: Ray Martinez, Sergeant-at-Arms, Richard Garza, Asst. Treas., J. J. Herrera, Former National President and now National Organizer; J. A. Hernandez, National Legal Adviser.



### TOP TEN

Robert Saucedo was elected one of the top ten students to graduate this year from Texas Western College, El Paso, Texas, this year. He was the only electrical engineer to receive this honor and was selected as the outstanding engineer in his field for the year 1955, for this coveted designation he was awarded an engineering book by the

faculty. Aside from this he is President of the TWC Council of American Institute of American Engineers and also president of the National Council.

Robert Saucedo is one of the students given a scholarship by El Paso Council 132. LULAC wishes our own Robert success, prosperity and happiness in his new role in life.







## LAST SUPREME COUNCIL MEETING HELD AT EL PASO, TEXAS



Saturday April 30, 1955.

Hon. Frank Pinedo presided at the Supreme Council Meeting held in the Hilton Hotel Saturday April 30th and Sunday May 1st.

Attending this conclave we had, Past National President, George J. Garza of Austin, Texas, Immediate Past National President, Atty., Albert Armendariz, of El Paso, Texas, First National Vice President Joe Garza of Corpus Christi, National Secretary, William Bonilla of Corpus Christi, National Director of Health, Dr. Francisco Licon of El Paso, National Director of Publicity, Luciano Santoscoy of El Paso.

There were three Regional Governors present; Mrs. Manuel Matta of Arizona, Danny Olivas of California and Joseph Trujillo of New Mexico. Four District Governors were also present, from Mesa, Arizona, John Gallegos; Ed Medrano, El Paso, Texas and Ray Zuñiga of San Ysidro, California, Isidoro Flores, of San Antonio, Texas.

Attorney Armendariz was the first officer to make his report. He spoke of the great strides being made to incorporate all of the states in the union into the League. He gave the delegates food for thought when he proposed that LULAC make itself more secure in the states that we are now serving ere we venture into far away states where direction and guidance will not be as easy to give as it is in the five concentrated states we now have.

Frank Pinedo stated that expansion of the League into every state of the nation was one of the chief aims of the organization. He further stated "We have several other aims in view. We want to set up job opportunities for people of Spanish descent. We want to enlarge our education and health programs which are under the direction of Dr. George Garza of Austin. We wish to have better housing for a large number of people of Spanish extraction. Juvenile delinquency

and migratory labor will have prominent places on our convention program."

Following the Saturday meeting, delegates attended a barbecue and reception in Juarez, given in honor of the visiting dignitaries by the El Paso Councils.

Dr. Garza informed the delegates of the changes in the new constitution and asked that all Councils make a thorough study of the constitution in order to adhere to it.

Luciano Santoscoy reported that LULAC NEWS has cost the National Office but about half of the actual cost of printing and mailing the National Organ.

Sunday May 1st all persons present were invited to the home of Albert Armendariz for a delicious luncheon. This is the first time in many moons that such a large delegation has been invited to one of the National Officers homes.

### Latest Reports of Texas

#### New District Governors:

Felix Ortega, Port Arthur  
Pete Tijerina, San Antonio  
Tony Campos, Lubbock, appointed  
Israel Saenz, Corpus Christi, appointed  
John J. Peres, Palacios, re-elected  
J. C. Machuca, El Paso —

### LUBBOCK INSTALLATION INVITES PINEDO

Tony Campos, District Governor of Lubbock, has announced that Frank Pinedo, the National President of LULAC, was invited to attend the Installation of Officers and Charter Presentation of the Lubbock Council. The installation activities will be at the Caprock Hotel, in Lubbock, Texas, on the evening of June 4, 1955. Brother Campos will preside at the installation.



# Denver Council

## Reports

President Ray Gómez and District Governor Gilbert Martínez

LULAC Council 90 in Denver has completed its first year of existence. 1954 was not easy; it was not all success. Numerous problems beset the courageous, reliable group that raised LULAC to recognition among the outstanding service organizations in this city of a half million people! Had the road been easier, perhaps Council 90 would not be the vital element it is today.

Denver is not of Latin origin. The Spanish empire ended some 250 miles to the south. Yet, within one generation, the Latin congregation of the immediate Denver vicinity has grown to over 50,000. Its composition is varied in social, cultural and economic structure. General organization has been impossible, since group backgrounds and interests could not be brought to a single focal point until LULAC appeared on the scene.

Total Americanization has been disputed by those within who refuse to accept it, and by those without who prefer to keep the Latin in a state of subservience. Neither had been willing to reconcile selfishness and personal prejudices with the reality of human progress, again, until LULAC.

The complexion of things has changed during the past twelve months, undoubtedly due to the activity of Council 90, though press and public agency sources claim sudden exceptional credits at this time while obviously confessing that their many previous years of public influence had never produced Latin development to match that creat-



ed by LULAC during the past few months.

Outstanding among all current considerations is the fact that Council 90 has earned the respect of our city, LULAC members have been accorded every courtesy due to dignified, productive people. Within our own lingual element, there is growing acknowledgement that LULAC is representative; that LULAC is fully capable of creative leadership; that LULAC is the only American Latin organization in Colorado operating in public service and idiomatic understanding equally with other established groups devoted to community betterment.

The Latin in Denver has been exploited, censured and ridiculed, his sense of dignity violated. Many have stood up in offended defiance through contributive participation in a community that may be intolerant, but ever willing to give credit where credit is due.

Yet, we have come to realize that so much is expected of LULAC that Council 90 may not be able to fulfill the compromise for some time to come. It is imperative that membership be increased. The field is too vast, requirements too varied for limited action.

Thus, in Denver, LULAC marks the current year as a period of monumental decision. Because of its immediate prominence, the public became aware of the Council's potential.

Consequently, it will be considered failure if we are unable to utilize values evident both in LULAC and in the Latin community at large. Recognition has been reward for achievement and, likewise, a challenge to equal the works of the city's greatest service organizations. We will be measured by their standards of performance been attacked from various points for no other reason than that Council 90 does not conform to expected acquiescence to muteness and secondary status, or servility. The courage and devotion of our membership with the fine moderating influence of past president Ernest Bustamante carried the Council through a critical stage. Its poise and dignity added immeasurably to the prestige of LULAC. This has earned a friendly press and the respect and interest of numerous influential groups.

Turning into the new year for LULAC in Denver, we have every reason to believe that greater achievement awaits but our willingness to work for it. are both successful businessmen and our membership feels secure that the organization's work will reflect the resourceful, constructive methods of these two outstanding leaders.

Council 90 is undoubtedly "on the spot," but a favorable spot it is, indeed. The way is already open. LULAC has made its presence vital to a city of 500,000 people!

— "All for One—One for All" —





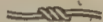
**John J. Herrera direct descendant  
of Texas Hero**

... You no doubt know that I am also a member of the Sons of the Republic of Texas due to my relation to Pedro Herrera, who fought at San Jacinto, Blas Herrera of Bear County in San Antonio, who was a scout for Sam Houston, and Francisco Ruiz, alcalde of San Antonio during the Texas revolution, and one of the two native Texans who signed the declaration of Independence. Since 1942 when I was local President of the Houston Council I have attended the San Jacinto Day ceremonies every year. I have appeared at San Jacinto as local, district, state and national officer of LULAC. As you can see, the LULACS have always been welcomed at San Jacinto to take part in the ceremonies so that the people of Texas and the world shall know of the great contribution that was made by the Latin Americans of Mexican descent in winning the Independence of Texas.

May God give us all strength in our fight for LULAC.

Faternally yours,

John J. Herrera



— "All for One—One for All" —



### **Lulac Boy Scouts Receive Promotion**

At meeting of El Paso Men's Council No. 132, the fathers of the Boy Scouts were allowed to pass the awards earned by their sons. Here we see Mr. Cesar Leyva pin medal on his son, Junior. Mr. John Armendariz, Scout Master is at right.

O happiness! our being's end and aim!  
Good, pleasure, ease, content! whate'er thy name:  
That something still which prompts th' eternal sigh,  
For which we bear to live, or dare to die.

Lines from an "Essay on Man"  
by Alexander Pope.

Continued from page 2

### **IN OUR MAIL BOX**

will be able to come out in the near future and spend some more time with us here in California.

I am sending you copies of the publicity we receive for our last convention and also some of the publicity we have for some of our coming events here, we are really working on publicity to get us across to other communities so expect greater things to come. I am sorry to say that haven't been able to write to you as often as I wish, but you know how this work in LULAC is, there's no end to it and I believe as long as we are doing the right things and show results, we can sit back later and write about what we have accomplished.

Yours for a greater LULAC  
Stephen S. Lara

— "All for One—One for All" —

Continued from page 6

### **LINO M. LOPEZ REPORTS ON THE 7th REGIONAL CONVEN- TION OF THE BISHOP'S COMMITTEE FOR THE SPANISH SPEAKING**

home. They found employment; they established themselves as citizens.

(2) Terminate all labor import contracts until citizens of Spanish ancestry have been employed.

(3) Permit labor unions to take part in contract negotiations between the United States and Mexico.

(4) Extend social security benefits to cover agricultural workers.

(5) Educate the children of migrant workers.





# FLASH

## NEWS RELEASE

Frank Pinedo, National President of LULAC, visited in Washington, D. C., for a few days during the month of May. The National President of LULAC conferred with several members of Congress concerning the expansion and programs of the League. Pinedo also was admitted to practice before the United States Supreme Court and the United States Court of Military Appeals. Pinedo, who is an assistant Attorney General of Texas, was admitted to the Supreme Court on motion of Price Daniel, United States Senator from Texas and former Texas Attorney General. Pinedo explained that the Washington trip was another step in a long-range plan to expand LULAC to all parts of the United States.

## TEXAS DISTRICT GOVERNORS

### DISCUSS EXPANSION

Frank Pinedo, National President of LULAC and the Texas Regional Governor Felix Tijerina attended a meeting of the Texas District Governors in Houston on May 28, 1955. Plans to expand LULAC in Texas were discussed. Present were the following District Governors: Alberto Cadena, Port Arthur; Isidoro Flores, San Antonio; Pascual Villareal, Bryan; R. M. Bautista, Austin; John J. Peres, Palacios; David Adame, Houston, and Tony Campos, Lubbock. Campos, newly-appointed District Governor of Lubbock, announced the organization of Councils at Lubbock and at Levelland.

## San Antonian Doings

Miss Carmen San Martin, sister of Dr. José San Martin, 118 Club Drive, San Antonio, Texas, is receiving training at the U. S. Information Agency headquarters in Washington, D. C., in preparation for her next overseas assignment.

Dr. San Martin is President of the San Antonio Mexican Chamber of Commerce.

Another brother, Alfredo San Martin, 1018 Mier Street, Laredo, Texas, is a long-time resident and business man in that city.

Miss San Martin has been in San Antonio on home leave following a three-year assignment with the U. S. Information Agency in Lima, Perú.

The Agency conducts the U. S. overseas information program which supports and explains American policy abroad and combats Communist propaganda. In reaching the peoples of foreign nations, the Agency uses many means of communication including radio, motion pictures, press and publications, libraries and information centers.

A native of San Antonio, Miss San Martin attended St. Theresa's Academy in that city. She

also attended the Laredo, Texas, High School, and was graduated from the Laredo Junior Business College in 1941.

From 1942 to 1945 Miss San Martin was a Censor-Translator with the U. S. Office of Cable and Radio Censorship in San Antonio, and in 1950 served in a clerical capacity with the Office of Price Stabilization in San Antonio. She joined the Foreign Service in June, 1951, and after five months in Washington, was sent to her first overseas post in Lima, Perú.

Miss San Martin was secretary to the U. S. Information Agency Public Affairs Officer in Lima, and because of her fluency in Spanish, assisted in all the programs carried on by the staff of 20 locally-hired employees and five Americans.

The people of Perú are very much interested in the Information Agency's program, Miss San Martin said, and appreciate the help that the U. S. has given to their country. The film programs are one of the most effective means of explaining American policy abroad. They are especially well received in the remote areas where they are shown from American mobile units and where there is little other opportunity to keep in

touch with current events, Miss San Martin explained.

As part of her work, Miss San Martin translated pamphlets and booklets prepared by the Information Agency into Spanish for distribution to schools in the provinces. She recalled that President Eisenhower's message on the peaceful uses of atomic energy was especially well received by the local press and radio.

Her acquaintance with the language gave her an opportunity to make friends in Lima, and she recalls spending Christmas with a Peruvian friend in the traditional manner, which included special national dishes, songs and an elaborate Nativity scene built within the house. She came to know and greatly admire the Indian music which is typical of Perú, called *Huayno*, a sad slow rhythm to which they perform a graceful dance.

Miss San Martin has been assigned to the Information Agency's offices in Bern, Switzerland, and will leave upon the completion of her training at the end of March. She has a fluent knowledge of the French language which will help her in her new duties as Public Affairs Assistant.

— "All for One—One for All" —



# 1955 NATIONAL CONVENTION

Continued from page 1-

tional Convention, Frank Pinedo, National President, Presiding.

Elevation of Official Prayer, Mr. Isidoro Flores, National Chaplain.

Pledge of Allegiance, Mr. David Adame, District Governor of Houston. Presentation of Colors by Boy Scout Troop.

9:30 a.m.: Address of Welcome: (Local Mayor or Judge).

10 a.m.: Response: The Honorable George J. Garza, Ph. D., Past National President.

10:30 a.m.: Roll Call and Introduction of Guests.

10:45 a.m.: Appointment of Committees:

Credentials Committee

Rules Committee

Resolutions and Amendments

Auditing Committee

Outstanding LULAC Committee

Seminar Recommendations Committee

Monthly Program Committee

11:15 a.m.: Keynote Address: Rev. Erwin A. Jurashek, Chancery Office, Archdiocese of San Antonio.

11:45 a.m.: Recess.

12 Noon: Ladies Luncheon and Boat Ride.

Junior LULAC Luncheon.

Regional and District Governors' Luncheon.

1:45 p.m.: Business Session Reconvenes.

2 p.m.: Address by the Honorable Harvey Beffa, Executive Vice President, Falstaff Brewing Corporation.

2:30 p.m.: Reports of Regional Governors:

Arizona

California

Colorado

New Mexico

Texas

Reports of National Officers:

Past National President

1st National Vice President

2nd National Vice President

National Secretary

National Treasurer

National Director of Junior LULACS

National Legal Advisor

National Health Director

National Director of Publicity

National President

4:30 p.m.: Reports of Committees:

Credentials Committee

Rules Committee

Resolutions and Amendments Committee

Auditing Committee

5 p.m.: Recess

7 p.m.: Annual Banquet and Ball, Ballroom.

Master of Ceremonies: The Honorable Benjamin Osuna, Past President General, Albuquerque.

Presentation of Awards: The Honorable Frank Pinedo, National President.

Outstanding Junior LULAC Oratory Award.

Principal Speaker, the Honorable United States Senator Dennis Chavez of New Mexico.

Annual Ball: Music and Entertainment.

Sunday, June 12:

10 a.m.: Business Session Reconvenes.

Reports of Committees (Continued)

Seminar Recommendations Committee

Monthly Program Committee

10:30 a.m.: Guest Speaker: The Honorable Ed Idar, Jr., Executive Secretary, American G. I. Forum of Texas.

11 a.m.: Resolutions and Recommendations Amendments Committee.

12 Noon: Recess.

1 p.m.: Business Session Reconvenes.

Election of National Officers

Selection of 1956 Convention Site

Good and Welfare of the League

Installation of new National Officers

3 p.m.: Adjournment.

3:30 p.m.: Beach and Barbecue Party.

— "All for One—One for All" —





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