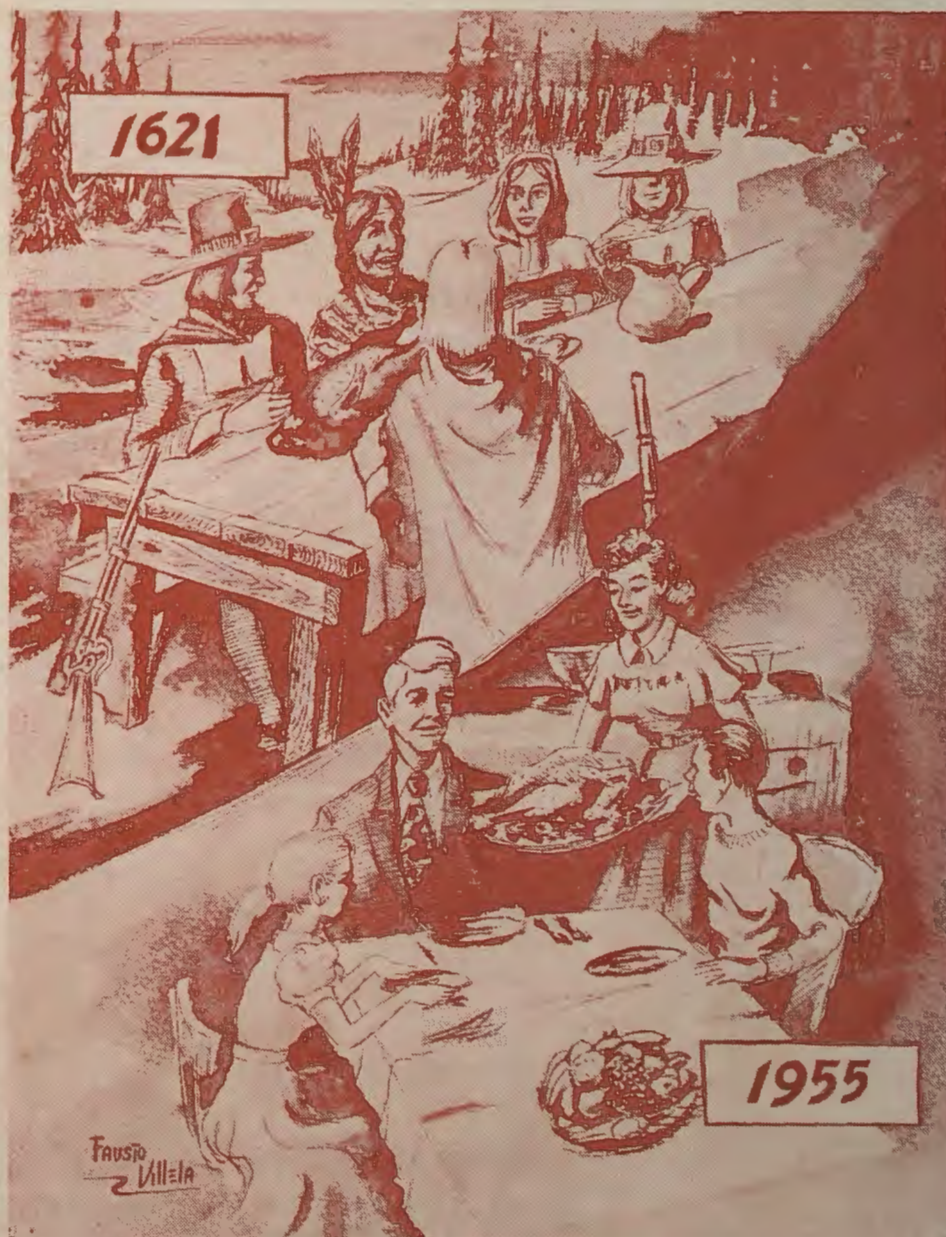




# LULAC News

Official Organ of the League of United Latin American Citizens

NOVEMBER, 1955



Now as before, We Give Thanks

IN THIS ISSUE:

HARVEY BEFFA SPEECH

A UNIQUE PROPOSAL

PERSONALITY OF THE MONTH



# Pick PEARL for Taste



X-TRA LIGHT  
X-TRA MILD  
X-TRA MELLOW

ALWAYS SAY... "BOTTLE OF PEARL PLEASE"





# LULAC News

Official Organ of the League of United Latin American Citizens

## EDITORIAL

Contributed by Ray Gomez,

President Denver Council

Vol 23

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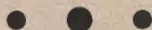
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**FRONT COVER** — Taking good fortune for granted has always been the practice of people throughout the world and through the centuries. It took a group of early Americans in the year 1621 to show that giving thanks should be an observance in itself, and so it has continued through the years; and especially here in America where the things that the Pilgrims came searching for are found and will always be found. Lulac News Artist Fausto H. Villela, in his sketch for this month's issue, shows that today as in the early days of America there are many things to be thankful for.

I have been asked by many people: "What is LULAC? Is LULAC a civic organization? Is LULAC a social organization? . . . What does LULAC do? . . . Does your membership meet once a month -- and convene only to argue? Who belongs to LULAC? What is your program?"

LULAC is a civic organization. LULAC is a social organization. The Council tries to provide both work and play for its members. LULAC is active in supporting many civic projects. LULAC sponsors deserving high school students to Boy's and Girl's State College. LULAC is active in maintaining at least one scholarship for a worthy Latin-American student. At all times, LULAC is concerned with the position of the Latin-American community.

No LULAC Council would be complete without some degree of entertainment both during the regular meeting and at LULAC sponsored functions. LULAC sponsors several dinner meetings and dances during the year. A LULAC breakfast and a picnic are on the entertainment program.

The course of LULAC is charted during the monthly meetings of the Council. LULAC encourages discussion of all aspects of the LULAC program by the membership. Spirited discussions reflect the health of LULAC as well as that of any organization. Bitterness, on the other hand, is something that LULAC does not tolerate. The Hispanic Community has long been torn by internal strife for LULAC to encourage such attitudes.

LULAC is made up of men and women interested in the welfare of the Latin-American community. LULAC membership is a cross section of the community. We have professional men and women, as well as people from the various trades. We have the employer and the employee. No part is complete without the other.

It is a unique experience to be a part of LULAC. Almost overnight one forgets selfish desires and begins thinking in terms of the whole.



# Message From The National President . . .



OSCAR M. LAUREL

## Your Poll Tax

This is the time of the year when our Councils throughout the League should start making preparations -- if, indeed, they have not done so already! -- to participate in a crusade which has its main purpose the urging of our members to buy their poll tax. My remarks with reference to poll tax drives are, of course, addressed only to the Councils which operate where state laws require the payment of a poll tax as a condition to voting.

It was not too many hundreds of years ago that popular participation in government was non-existent. The serious responsibility of running the government was concentrated in the hands of a few men who literally wielded the power of life and death over individuals.

It is only within a few generations that the franchise -- the right to vote -- has passed into the hands of the citizens. Indeed, the right to vote is inherent in a democratic form of government which to us is assured under the Constitution. This right should be zealously guarded and protected, particularly when one calls to mind the millions of people throughout the world who do not enjoy such privilege.

Unfortunately, too many of our citizens, unmindful of the difficulties which brought about such right, and ignorant of the importance of every person's solemn duty to cast his vote, still fail to exercise this great birthright. It devolves upon us, then, to take immediate steps to remedy such a deplorable situation. This can best be done by councils taking the initiative to start a "Buy Your Poll Tax Drive."

Many of our Councils have included such drives as annual projects. If your council has participated in Poll Tax Drives previously, then make it a point to set yourselves a higher goal to attain each successive year and your satisfaction of having done a great service to your community will be all the more satisfying. To those of you who have not participated

in the past but have mapped out plans to have such a drive this year -- a pat on the back to you and happy poll tax "driving!" And to the very few -- I hope -- of you who through lack of patriotic fervor have NOT had a drive in the past and are NOT planning one this year -- don't go to sleep at the switch! May this friendly poke in the ribs of the inactive few serve to wake them up in time to join the crusade.

I have talked at length with some of our leaders who seriously subscribe to the idea that much of our lack of progress in all fields of human endeavor can be attributed to our indifference and complacency when it comes to casting our ballot. While in no way minimizing the great importance of exercising the privilege to vote, I, nonetheless, consider it, not the only cause which has retarded our progress, but, rather, one of the many other phases of total activity which, when taken together, can be said to have prevented us from full participation and enjoyment of all aspects of the American scene.

The right to vote is not only a great privilege but a serious responsibility. Let us approach this patriotic task willingly, and discharge the duty it imposes upon us in accordance with the best dictates of our conscience. To have a right WITHOUT USING IT is tantamount to having NO RIGHT AT ALL! Never express your dissatisfaction of government and government officials in words only -- express it also at the polls by voting for those individuals whom you believe to be honest and conscientious and whose sense of values are of the highest order. In choosing your public servants, you should decide in favor of that individual who proves to your satisfaction that his actions are motivated by that which is in keeping with the best interest of our country, our state, and our community.

As the popular slogan so aptly puts it: "Vote As You Please, But Please Vote!"

YOURS FOR A GREATER LULAC,  
OSCAR M. LAUREL  
NATIONAL PRESIDENT



# A PROPOSAL:

## Prizes For Cultural Contributions By Latins

By MANUEL GOMEZ

Denver Council 90

(Editor's Note: Manuel Gomez of Denver has what we consider an important idea. We would like to hear comments from all Lulac members on his proposal.)

How many Councils are there in LULAC? How big is LULAC? Fifty Councils? Seventy-five Councils? One hundred Councils? Let us say that there are one hundred; that they are as diverse as the sands washed on the beach even though they are all made up of Juan Sanchez and his various uncles, aunts, and cousins; and that they would disagree *porque son quien son* rather than agree to produce a logical conclusion. Bear in mind, however, that while no two Juan Sanchez' are identical, all are moved by practically the same stimuli -- all cry when they are sad and all laugh when they are happy. But of greater significance is the fact that they are all creators: public speaking, literature, especially poetry, are values.

Let us now superimpose upon the argument the situation as it develops before us today. In this respect, let us contend that the field of original thinking is not dead within us. Let us clarify to all that have a voice even if it speaks in tones so mild that in these times is scarcely heard. We are a creative people, but in our time the force of this expression is so small that in terms of progress, we have reached an equilibrium where those who seek to move forward are overrun by the heedless disorder of those in retreat. The university, the printing press, the pen (the crown of laurel that belongs to the scholar) seem to have eluded us altogether; although, at one time these, too, were the tools of our curiosity.

It is inconceivable to believe that the men of Roman and Moorish thinking, who charted the lands of the West and imposed upon them a Castilian tongue, left no visible trail or path. It would be to our discredit to assume that the peoples contained by the New World, and of which we are perhaps a remaining part, destroyed the power of expression within themselves. Who is there to contend that the author of "El Quijote" can claim no heir in this land, or that the lyric voice of Garcilaso de la Vega, El Inca, is not to be heard again?

There is among us the will to contribute to our own society. There is among us the cord of original thinking which is as strong as the pride which sometimes severs curiosity early in life. It lies guarded by the massive walls of an adobe mission. It lies in the prayer of a penitente. It lies in the mannerisms and the language of the most individual of all Americans, the cowboy. Our culture has enriched the language and manners of the dominant English. Our voice has been heard. Perhaps at the moment our contribution to this nation lies dormant. But let no one gloss over the fact that the raw material necessary for creative work is there for us to use. It is there if we move and take the first step forward.

The New World has harvested illustrious names of Hispanic origin. We are reminded of Andres Bello, Ruben Dario, Jose Santos Chocano, and Justo Sierra, ornaments in an already filled Court of the Muses. In the same breath, we are reminded of the total lack of such names from the greatest of the Americas, from the country where even its poor are wealthy in relation to the poor of all others. It is as if the opportunities provided by America, and which are ours to enjoy, have made us feeble. It is as if we have been too weak to tear down the barriers of intolerance in the land

where there is so much tolerance. It is as if we have attained less legal justice in the land where is now more justice since the codification of the Roman *jus*. Has America been negligent, or have we been unaware of our own capabilities? Truth would probably borrow a little from both answers.

On the one hand, we are branded "children of God" in which status the horrible implication is made clear -- we are incapable of upholding a degree of dignity, as we are without moral law or responsibility. At the other extreme, we have been reduced to a segment of untouchables, a castle of flotsam that does nothing but drain the treasury of the land through crime and ignorance. In no instance have we been credited with, of all things, a brain.

Is this situation to endure? Are we waiting for a Gandhi to lead us through a trail of passive resistance . . . against whom? Are we not Americans? We need no act of emancipation -- unless that charter were to free us from ourselves. We need only to speak, if in this nation "el siglo de oro" is to be fulfilled. Indeed, it becomes a duty to recognize those among us, those of Hispanic origin, who can be called outstanding. The need for development, at this point, is stronger than the need for criticism. We must encourage as well as praise the excellence of all those among us. In these men and women, we must entrust our voice, the product of our contribution.

To this end, it is important that our people enter the professions, for in our society a professional man is a man of dignity and stature, worthy of respect and recognition. The numbers of those of Latin heritage who now enter the professional fields are few, but to that number must be added a constant increment until such time as we have



filled our quota. Equally important is the condition that all of us rise above the average. No leader can afford to stand still, locked as it were, by the very security that his position of prestige can offer. There can be little doubt that in addition to a strong program of incentives we need a spirit of competition.

There are various ways of producing the competitive spirit. They differ little from the act of selling a used car, a short story, or the pushing of a potato peeler by a carnival pitch man. The common element is persuasion.

We now propose an ambitious project in persuasion. It is an undertaking calculated to enhance the dignity of our leaders. It is a sensible business deal as much as it is a venture in prestige. We propose that a fund be set up from which a series of prizes will be given to those men or women of Latin heritage, citizens of the United States, who have made outstanding contributions to this nation in the fields of literature, history, medicine, the physical sciences, law and music. Each of the prizes would be of approximately \$500.00 and would be awarded as a befitting close to the yearly convocation of LULAC.

There would be a total of \$3000.00 given each year. If each of the 100 LULAC Councils were assessed approximately \$30.00, the money would be raised without hardship to any. In a business sense, we have a potential bargain in prestige. In a moral sense, we have something that \$30.00 alone could never buy.

The conditions related to the prize awards and the selection of the winning candidates would be drawn up by a special LULAC committee; these could be drawn in scheme similar to the following:

(1) **Literature.** A LULAC citation and a \$500.00 prize to be awarded

to the citizen of the United States of Latin heritage who has made an outstanding contribution to American Literature in one of the following fields of creative literature: Poetry, the short story, or novel. The recipient of the literature award will be chosen from a list of candidates submitted to a committee made up of prominent Latin educators, authors, and members of LULAC.

(2) **History.** A LULAC citation and a \$500.00 prize to be awarded to the citizen of the United States of Latin heritage who has made an outstanding contribution in the field of History. The historical work should embrace a subject or period of the New World relating the work of the Hispanic American to the Twentieth Century man. The recipient of the award in history will be chosen from a list of candidates submitted to a committee composed of prominent Latin-American educators and members of LULAC.

(3) **Medicine.** A LULAC citation and a \$500.00 prize to be awarded to the citizen of the United States of Latin Heritage who has made an outstanding contribution in the field of medicine. The recipient of the award in medicine must have done his work in the field of preventive medicine directly affecting the Latin group. The names of candidates for this award will be submitted to a committee of prominent Latin-American Physicians, Surgeons, and members of LULAC.

(4) **Science.** A LULAC citation and a \$500.00 prize to be awarded to the citizen of the United States of Latin Heritage who has made an outstanding contribution in the field of Science. The recipient of the science award must be active in one of the following branches of science: Physics, Chemistry, Biology, or Engineering. The winning candidate for the science award will be chosen by a committee of Latin-American educators, scientists and members of LULAC.

(5) **Law.** A LULAC citation and a \$500.00 prize to be awarded to the citizen of the United States of Latin Heritage who has made an outstanding contribution in the field of Law. The award for Law is given to that man or woman who has contributed most during the year towards the clarification and the dissemination of legal justice to the Latin American group. The recipient of this award will be chosen from candidates submitted to a committee of prominent Latin attorneys and members of LULAC.

(6) **Music.** A LULAC citation and a \$500.00 prize to be awarded to the citizen of the United States of Latin heritage who has made an outstanding contribution in the field of music. The award is given to that man or woman who has contributed most during the year in creative or interpretive music. The recipient of the award in music will be chosen from a list of candidates submitted to a committee composed of prominent Latin musicians and members of LULAC.

There can be small doubt that a venture, such as the one which has been outlined, is necessary. There should be even less apprehension that it can be accomplished by LULAC with a minimum of effort. Where can anyone buy prestige for \$30.00? In what other manner can we more efficiently replenish and maintain our intellectual health? The problem, again, is one of unity for the greater good. It is the test which determines whether Juan Sanchez can agree with Juan Sanchez -- or whether he must disagree *porque soy quien soy*.

In this respect, it is suggested that the problems created by such an undertaking be brought before the Councils of LULAC and discussed. A summary of these discussions should be published. It is well to remember that no scheme, however noble the desire, can be successful with only partial participation.



# ACHIEVING THE GOAL OF BROTHERHOOD OF MAN

Editor's Note: The following is an address by Harvey Beffa, executive vice-president and general manager of the Falstaff Brewing Corporation, which was given before the League of United Latin American Citizens convention June 11, 1955.

BY HARVEY BEFFA

A few weeks ago I was discussing with a friend of mine the remarks I had planned to make to you today. When I explained to him that I was to be a speaker before representatives of some 2,000,000 Latin American citizens, he exclaimed, "Why, Harvey, I didn't know you could speak Spanish."

My friend was not being facetious, and I don't believe he has a prejudiced bone in his body, and yet when I mentioned the term Latin American, he immediately assumed that I would be speaking to a group that understood little or no English.

Ladies and gentlemen, I feel my friend's attitude typifies that of many others in this country, particularly those far removed from the southwestern area who have little knowledge of the stature of Latin Americans in the economic, social and political picture of the United States.

This is not to set you apart from hundreds of other groups who have in the past and may still today find themselves set apart, in the minds of some people, from the general population of the nation. In my home city of St. Louis you will find many such groups, Slovaks, Germans, Chinese, Italians, many of whom have maintained a close association with the "old country," who retain in their every-

day way of living many of the customs of their former land.

If you were to go to St. Louis and tour the city you might be surprised at what you find. In what we call South St. Louis, there is a large settlement of Germans. Many of these have gradually been assimilated into the American picture and have lost all identity with the past. Others cling to the way of life they formerly knew and in many of the homes German is the household tongue. We also have a large Italian settlement and some of these people, too, have retained the customs as well as the language of their native land.

And yet, ladies and gentlemen, these people are as much Americans -- and are as much American citizens -- as anyone in this great nation of ours, and they are entitled to all of the privileges, rights and freedoms afforded to all under our beloved American way of life.

I, myself, am of Swiss and Italian descent and thus have some Latin American affiliation. I am deeply proud of my ancestry and of the customs of the country from which my father immigrated some 75 years ago. I pride myself in being something of an amateur cook and on frequent occasions enjoy preparing my favorite dish, risotto -- an Italian delicacy made with chicken broth, rice and saffron.

That I take pride in my heritage, that I enjoy cooking Swiss and Italian dishes, does not in any way, in my humble opinion, affect the stature of my American citizenship. I hold the same to be true of you who have a deep pride in your heritage, who have, in your fight against discrimination and misunderstanding, chosen to include the



HARVEY BEFFA

"The More You Put In,  
The More You Get Out"

term Latin American in the name of the organization you have formed.

You and I have every reason to be proud of our heritage, just as peoples in America of other nationalities take pride in the legacy given them by their forebears. There's nothing unusual about this. Indeed, America has been called the melting pot of the world and that characteristic of Americans which makes them take pride in their predecessors contributes to the strength of the nation.

But while we all take pride in our national heritage and while we all retain some vestiges of the customs of our native lands, our greatest strength lies in the identification of ourselves as American citizens, as brothers and sisters, if you will, united in this great country of ours toward the common goals of maintaining our stature as a free nation and directing our efforts toward the building of a free world.

My elder son, Buddy, who served as a member of the 15th Air Corps in Italy during World War II, and my younger son, Daniel, who served as a Marine in the Korean War for 13 months behind a machine gun in the front line trenches, were not concerned with the nationality of their buddies, who might have



been (and were) of Latin American, Swiss, Italian and Jewish descent. They were all Americans, standing shoulder to shoulder to defend and preserve (yes, if need be with their very lives) our precious American way of life, that future generations may enjoy a peaceful and God-loving country -- our beloved United States of America. And as I have said many a time and I repeat now, if all the nations under God's canopy of heaven would understand the true meaning of the brotherhood of man as we three nations -- and I refer to our neighbors to the north, Canada, our neighbors to the south, Mexico, and our beloved United States, represented by those glorious stars and stripes, I would believe there would be no need for barbed wire entangled borders. Yes if all nations could prove as we three neighbors have proven, that the brotherhood of man is a possibility, yes, a reality -- and the world understands and realizes the full meaning and all the benefits of the Brotherhood of Man -- then and only then shall peace prevail throughout our God-given world. May that day come soon.

Let's talk for a moment about you, your organization L U L A C. "League of United Latin American Citizens." you are UNITED in a great LEAGUE of approximately 2,000,000 members. United indeed, for in the name of your organization the word "united" stands forth as a symbol of the harmony that must characterize your efforts if they are to be successful. You are united in fighting for the attainment for all your members of the four freedoms you so prominently display on your shield -- freedom from fear . . . freedom of speech . . . freedom from want . . . freedom of worship! They comprise the very basic fundamentals of our great nation, the United States of America.

Yes, our nation is united today, not in the sense of an armed camp, but as a league of all American citizens working toward the betterment of mankind. Jealousies, misunderstandings and, yes, discrimination may continue to plague our efforts, but with faith, with perseverance, with tolerance -- tol-

erance toward our fellow man -- we shall work together to achieve the brotherhood of man, and God be willing, that day come soon.

Achievement of this goal -- the brotherhood of man -- is not an easy task. We do not wave a magic wand and produce understanding and tolerance. We have to work hard to reach these objectives.

I have a favorite story and have used it hundreds of times in talking to groups of every kind. It seems to fit in wherever a challenge is being given.

Up there in our state of Missouri we have a lot of rugged Ozark mountain country -- sparsely settled and not known for being particularly productive except for large families and a few stubborn mules on a strictly here-and-there basis.

There was a country preacher who rode his circuit to a few isolated rural churches in these hills. One early Sunday morning he took his five-year-old boy on the back of the mule and off they rode to a distant church. It was cold and blustery. No one was on hand when they arrived. As the preacher entered, with the little shaver trailing silently behind, he reached out and from his own pocket dropped a dollar in the collection plate which had been collecting dust at the rear of the church. The two of them then took seats and patiently waited. But the weather got no better and no one else showed up. Finally, the preacher gave up and as he walked out of the church he reached over and picked up the dollar he had placed in the plate. Whereupon the little lad made his first utterance of the day:

"Pop," he said, "if you'd put more in you coulda took more out."

I don't know whether that lad grew up to be a great philosopher. But he gave me a philosophy that applies to everything I attempt to do.

I believe this story applies to us all -- that we are going to have to put more in if we are going to get more out of our efforts toward achieving brotherhood of man.

Now how are we to achieve our goals? Your organization is pointing the way for some 2,000,000 people through your noteworthy efforts in fighting discrimination.

You are doing yeoman service in promoting education for Latin American youth. Let me say right here that one of the most important opportunities we have in this country is the opportunity to obtain an education.

Time was when it might have called for sacrifice to send children to schools. No longer is this true. Every crossroad in our nation offers the opportunity for education. We must enable our youngsters to take advantage of this opportunity -- to prepare them for the future, to teach them to understand the responsibilities of citizenship, to start them on the road to success.

What I have said about education is with the full knowledge that many of you here possess greater formal education than I. I do not intend to say that formal education is the only key to advancement. You and I know many self-made, self-educated men of outstanding success.

Let me add here that when I speak of success I do not necessarily mean the accumulation of wealth. Happiness, personal satisfaction and service to fellow man, as well as financial gain, are yardsticks by which we measure the success a man may achieve in this world.

In America we have the opportunity to find this success. But opportunity alone is not enough. We must be prepared to make the most of that opportunity. A motto that has guided me for years and today hangs on the wall of my office is "Success is where preparation meets opportunity." I am convinced that continued emphasis on education is one of the most important tools for preparing to take advantage of opportunity, for equipping us to accept our responsibilities for the kind of citizenship that will swallow all echoes of discrimination.

In addition to youth, you are equipping adult Latin Americans to accept their responsibilities as good American citizens. You ins-



trust in such techniques as public speaking and parliamentary procedure. You urge your members to vote and to strive for responsible and recognized positions in the communities in which they reside, to serve their neighbors. All toward the end that they may be a credit to their families, to their communities, to their nation. And I say to you, my friends, that a nation is made great not by its acres but by the men who cultivate them, not by its forests but by the men that use them. America was a great land when Columbus discovered it, and Americans have made it a great nation, and by our God given opportunities in this great country we shall continue to preserve its greatness.

I want to emphasize that privileges and rights and freedoms do not come without responsibilities. We all have to accept these responsibilities in order to be worthwhile citizens.

I had the pleasure last February of having breakfast in Washington, D. C., with President Eisenhower along with a number of other Masons. At that time the President told us that the way to prove to the communists that their ideology is wrong is by the individual accepting the responsibility of maintaining the American way of life, that the security that is ours as free men and women comes from the cooperation of all people.

His words still ring in my ears -- that our security, our freedom, our future depend directly on our working together as good American citizens.

In our Falstaff organization we have what we call check lists . . . detailed accounts of steps to be taken to achieve a goal. I have my

own personal check list for good citizenship that I would like to pass on to you at this time. Many of the points are to be found in the Lu'ac code and in your aims and purposes, but they are so important, so basic to our future, that I would like to repeat them.

I call them keys to good citizenship.

1. Make sure I vote at all elections. Keep myself informed on the candidates and issues involved and do all in my power to see that honest and capable officials are elected to office. If an occasion arises for me to accept office, do it gladly.

2. Be ready and willing to serve on a jury when asked.

3. Respect and obey the laws and assist public officials in preventing crime and the courts in giving evidence.

4. Pay my taxes understandingly, if not happily.

5. Work at all times for peace, but accept my responsibilities in the time of war.

6. In thought, action and expression, at all times and everywhere, avoid any group prejudice based on class, race or religion.

7. Support the system of public education and do everything to improve schools in my own community.

8. Try to make some worthwhile contribution to my community.

9. Practice and teach the principles of good citizenship right in in my own home.

In using these keys to good citizenship, I feel I can help open the way to the future progress of my nation and the betterment of man.

In my humble opinion, the same holds true for every American citizen.

My friend in St. Louis is today a much wiser man. I told him about your organization, your growing membership, your achievements, and he was pleased to know of your progress. But I told him then and I tell you now, the job is not done.

I consider my greatest responsibility as a citizen that of building. Building what? No, building how. Taking the senses and abilities that the Almighty gave me, howsoever small, and creating something on this earth just a little better than I found it.

You, too, are builders. In the 26 years of Lu'ac existence you have made giant strides. You have followed the blue print -- in the form of your code and your aims and purposes -- and have constructed a firm foundation. But the superstructure is yet to come -- you continue to build that superstructure to greater and higher heights as your contribution toward a strong God-loving, peaceful nation.

Yes, I charge you to continue with unabated fervor to fight for your noble aims and principles. I charge you to promote good citizenship, tolerance, understanding, the brotherhood of all men of all races. And I leave you with this thought:

No one has the wind, neither you nor I,

But when the trees bow their heads, the wind is passing by.

No one has seen God Almighty, neither you nor I,

But when men work toward brotherhood, God is standing by.





# PERSONALITY OF THE MONTH



## Pete Terrazas

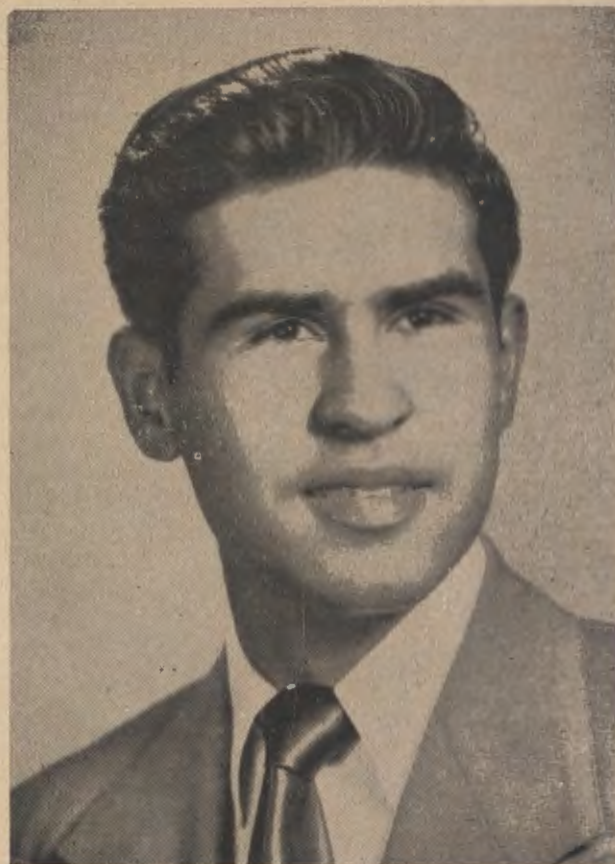
Lulac Councils have an important mission -- that of fighting for the rights of a minority and promoting Americanism. But in the process there are many other minor goals that are reached through Lulac activity.

One of the most important jobs that the Lulac program does is that of being a workshop for training leaders. Many have been the persons that through Lulac training have become leaders in their community and performed many civic and social services brilliantly. There will be many more if Lulac continues to be active and strong.

Pete Terrazas, a 27-year-old Fort Stockton citizen, places himself among that group of persons who credit their Lulac work with their civic successes.

"Lulac has provided me with a civic understanding and education," said Terrazas, who has been chosen as this month's personality of the month. "I have greatly benefitted by the training in the field of Lulac."

Terrazas is not only a leader in the League of United Latin American Citizens, but also has become a leader in his own community. Recently, and, he says, as a direct result of being in Lulac, he was elected to the city council of Fort Stockton. In Terrazas, the Latin A-



**PETE TERRAZAS**

merican population of Fort Stockton now have an active representative.

Young Terrazas, who is married, became a member of the Fort Stockton Lulac Council in 1951 and soon after served as secretary of the Council for one year. Later he was elected President of his Council for two consecutive terms. During his administration the Council at Fort Stockton made great progress.

"I have found that the local city council and Fort Stockton city officials are very just," Terrazas stated.

His philosophy to make Lulac grow is simple: work. "It is a shame that we seem to be so busy with our personal business and problems not to give Lulac more time," he added.

But the young man who sounds as if he doesn't contribute enough

to Lulac won the coveted "Outstanding Lulac Member of the Year" title this year for his work in the organization. Each year a committee of Lulac members elects a Lulac member who has contributed greatly to the program. It is one of the great honors given by the League.

Terrazas also serves the Fort Stockton Council and the League as a whole in another way. He conducts a daily Spanish program over Radio Station KFST of Fort Stockton and his voice is heard over a radius of 140 miles. "I use my program as much as I can to promote Lulac," he said.

Born in Fort Stockton in 1928, Terrazas later attended local schools and then graduated from Brackenridge High School in San Antonio. He attended St. Mary's University in San Antonio. Later he attended Draughon's Business College in San Antonio.

His business is a furniture and appliance store in Fort Stockton.



## MISS ELVIRA HERRERA CROWNED FIESTA QUEEN



**MISS ELVIRA HERRERA FIESTA QUEEN** — Miss Elvira Herrera was crowned Jackson County Lulac Queen by Regional Governor Felix Tijerina recently during an observance of Mexico's Independence Day. She is daughter of Mr. and Mrs. Frank Herrera.

(Photo by McDowell)

EDNA, Texas --- Miss Elvira Herrera, daughter of Mr. and Mrs. Frank Herrera, 206 N. Pumphery St., Edna, Texas, was crowned Jackson County Lulac Queen of the Fiesta held Sept. 15-16 to celebrate Mexico's Independence.

Felix Tijerina, Houston, Regional Governor of Texas, was in charge of crowning the queen. Miss Herrera was escorted by Joe Munoz, a student at the University of Texas from El Campo.

The National Hymn of Mexico and the Star Spangled Banner were sung during both nights of the fiesta.

The Queen project raised a total of \$983.93. Miss Isabel Verver, who was the Queen's princess, raised \$329.39 and Miss Herrera raised \$654.54. Miss Verver is from Gana-do.

Composing the Royal Court were nine girls and their escorts. The robe holders were Lupe Garcia and Robert Herrera. Lidia Santellana was the crown bearer.



**BRYAN LULAC QUEEN** — Miss Dora Mendez, shown above with William Escamilla, was crowned queen of the Bryan Lulac Council No. 229 during the annual Fiesta held recently. She was crowned by District Judge W. T. McDonald at the Bryan Lulac Ha'll. Escamilla is the founder of the Council. Miss Mendez is the daughter of Mr. and Mrs. Rudy Mendez, of Bryan.

Alfred J. Hernandez, Houston attorney, who is National Lulac Legal Advisor, gave two speeches. One was "What Lulac Means" and the other "The Need of Education."

The Jackson County Lulac Council's float, whose theme was education, won second prize of \$20 at the Jackson County Fair. Last year the council got third place.





## Santa Fe, N. M.

Routine business was on the agenda of Oct. 25. meeting of the Santa Fe, New Mexico Council with several committee reports and introduction of three new applications featured during the session.

Application for membership came from Abraham Samuel Duran, Gilbert Ernest Martinez, and Max J. Salazar.

The ways and means committee reported on the Oct. 30 Halloween dance and the secretary was instructed to thank Station KVSF for its publicity given the Council. The ways and means committee was authorized to handle the annual New Year's Eve Dance.

The President suggested that a convention fund be set up and by convention time only those members who are present a certain percentage of the time be eligible to participate, but action on the matter was held up until a later meeting.

G. G. Lopez reported that Ignacio Pacheco, a college student, had expressed thanks for a loan.

There was a report from the publicity committee, the building committee and the Junior Lulac committee.

Biblioteca Hispanica, which the council was instrumental in starting, is in monetary need, it was reported by Felix Martinez, but action on the matter was held up until a later meeting.

During the Sept. 27 meeting, three new member applications were received. They were from Charles P. Sacoman Jr., Mariano Romero Jr., John G. Valdez Jr.

It was reported that the Junior Lulac council was disorganized and was without a president and treasurer since both had left for college. It was suggested by Eppie Chavez that an activity schedule for the year be made by the senior council and presented to the Junior council to follow.

## Edna Ladies Council

Miss Edith Estrello, Ganado, was elected President of Edna Ladies Lulac Council No. 243 during the election meeting held Oct. 13, 1955 at the County Courthouse.

Other officers are Miss Mary Louise Lopez, Ganado, vice-president; Miss Elvira Herrera, Edna, secretary; Miss Jane Cruz, Edna, assistant secretary; Mrs. Tomas Gonzalez, Edna, treasurer; and Miss Dale Nava, Edna, vice-treasurer.

John J. Perez of Palacios, special organizer for Lulac, administered the oath of office to the newly elected officers.

Several Lulac visitors from Palacios were present at the meeting. A letter by National President Oscar M. Laurel was read to the Council by Perez.

New members voted in were Irene Martinez, Mrs. Fidencia Estrello, and Miss Martha Martinez.

During the meeting of Oct. 27, 1955, it was reported by the treasurer that the Council has \$1,000.58 in the bank. Other officers elected during this meeting were Miss Isabel Verver, chaplain; Miss Martha Martinez and Miss Vangie Lopez, reporters.

A committee was appointed to look into an application for financial aid by a student attending the University of Texas. Appointed were Tomasa Gonzales, Mrs. Irene Martinez, Miss Dale Nava and Miss Isabel Verver.

Miss Edith Estrello was presented with a punch bowl as a birthday gift and she expressed her thanks.

New members are Mrs. Erminia M. Rodriguez, Vanderbilt; Mrs. Guadalupe M. Salinas, Vanderbilt; and Mrs. Victoria Medina of Edna.

## Placentia, Calif.

The Placentia Council was commended for its effort in raising funds for the United States Olympic team. A letter lauding the work of the council was read during the Oct. 17 meeting. It was sent by the United States Olympic Fund Committee, Southern California chapter.

The members discussed the possibility of sponsoring a Cub Scout Troop in the Placentia Unified School District. Art Castillo was to supply further information to the council.

Margaret Vargas was named chairman of the Pot Luck Dinner.

## Floresville, Tex.

It was moved by John Tejada that each member of the Floresville Council bring a visitor to the next meeting.

During the meeting Nov. 1, final plans were made for the district convention.

Final preparations were made for the Turkey Shoot which was held Sunday, Nov. 13.

## THE FLOWER SHOP

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## Set To Welcome Latin Conference

DENVER, Colo. -- The planning committee for the State Federation of the Colorado Latin-American Conference met in Pueblo on Sept. 18. Dr. Ernest Bustamante, President of the 1956 Conference, Bernard Valdez, and Lino M. Lopez, represented the Denver Council, host group for the '56 Conference. The items discussed fall into three general categories:

(1) A plan to ask five charter groups from Denver, Pueblo, Colorado Springs, Walsenburg, and Trinidad to set up the federation. The federation does not come into being until five communities representative of five geographical areas of the state unite to the point where each will contribute funds (\$15.00 per year) and send delegates to act on the business of the federation.

(2) A plan to empower a Constitution group with full jurisdiction over the federation until the federation is well established on a state-wide basis. It will be the duty of the Constitution group to organize and sustain a canvassing committee for the recruiting of Latin-American organizations. All the material and information put out by the constitution group will be edited by a sub-committee.

(3) The officers of the 1955-1956 Colorado Latin-American Conference will serve as federation officials until the regular federation officers are elected. The 1956 Conference will meet in Denver. LULAC Council No. 90 will act as host group.

Dr. Ernest Bustamante states that the duties of host entail several rather heavy responsibilities. The Denver Council must provide a suitable program for the Conference. It must sustain the financial burden of the Conference program. The Council must seek in advance hotel or motel accommodations for the delegates. The Denver Council must provide an outstanding speaker for the Conference program. The mailing of invitations and the distribution of Conference literature forms a large portion of the host group's duties.

## Engineers Needed by Texas Firm

An important and large chemical company in Texas is looking for graduate engineers of Latin decent to fill positions, according to National President Oscar M. Laurel.

The firm is in need of mechanical, chemical and electrical engineers and it places special emphasis on Spanish surnames of the engineers.

If you qualify contact President Laurel immediately in Laredo.

## Letters To The Editor

Hon. Arnulfo Zamora  
National Director of Publicity  
LULAC NEWS Office  
Post Office Box 1384  
Laredo, Texas

Dear Bro. Zamora:

Although I was not able to attend the recent Supreme Council Meeting, held in Pecos, I felt as though I was there after reading the fine report in the September issue of LULAC NEWS.

The report was concise, accurate and very interesting. It is no wonder Lulacs in California look forward with great anxiety towards every issue.

Your reporting of Lulac affairs is truly commendable to you and your staff.

To the staff of LULAC NEWS, we in California say "thanks" for making LULAC NEWS the fine publication it is.

Yours in LULAC,  
Danny Olivas

LULAC Regional Governor for  
California

cc: (Miss) Vicky Magdaleno  
Lulac Reg. Secretary for Calif.  
1692 Skyline Drive  
Santa Ana, Calif.

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# Religion is Poison Communists Tell Russian People

The Russian people continue to be told by their Communist government that religion "is a spiritual poison" which serves "class exploitation," the U. S. Information Agency reports.

In dispatches to its posts overseas, the Information Agency quotes that message from a Russian language broadcast by the Grozny radio. The Soviet station also said that Eastern peoples created God "as a reflection of monarchy on earth ... Thus we see that God did not create man, man created God."

At the same time Soviet communist party leaders in the Odessa region of the Southern Ukraine were told to strengthen anti-religious propaganda, the Information Agency says. The Odessa radio warned: "Some time ago, great work was done in the field of atheistic propaganda, but now its tempo has slacked markedly. It is the duty of party organizations to pay the most serious attention to the intensification of anti-religious propaganda, and to make it militant and aggressive."

Similar warnings to communist party workers have been issued in other regions of the USSR, the Information Agency says.

The Soviet ideological journal *Kommunist* also made it clear that the new "flexibility" in communist tactics does not include relaxation of the fight against religion. The Information

Agency cites an article in the communist publication which declares:

"It is particularly important to underline the requirement of a scientific atheist direction to our propaganda work. Lenin pointed out, 'We must struggle against religion. This is the ABC of all materialism and, consequently, of Marxism. But Marxism is not materialism stopping short on the A, B and C. Marxism goes further. It says that one must know how to struggle against religion and for this it is necessary to know how to explain materialistically the source of faith within the masses.'"

*Kommunist* declared that "against the religious point of view, Marxism counterposes ... the materialistic method of explaining nature, society and thought," the Information Agency reports.

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County Commissioner Precinct No. 1

HONORABLE CLARENCE "PETE" TEN EYCK  
County Sheriff & Tax Assessor and Collector

HONORABLE SHELBY BLADES  
County Attorney

HONORABLE DELMON HODGES  
County Clerk

HONORABLE MRS. E. W. GOROM  
County Treasurer

HONORABLE G. L. RAY  
County Auditor

HONORABLE B. L. GONZALES  
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# FLASH

## National Convention Date Set

### JUNE 22 - 23 - 24, 1956

El Paso Councils have just advised National President Oscar M. Laurel of the above dates.

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