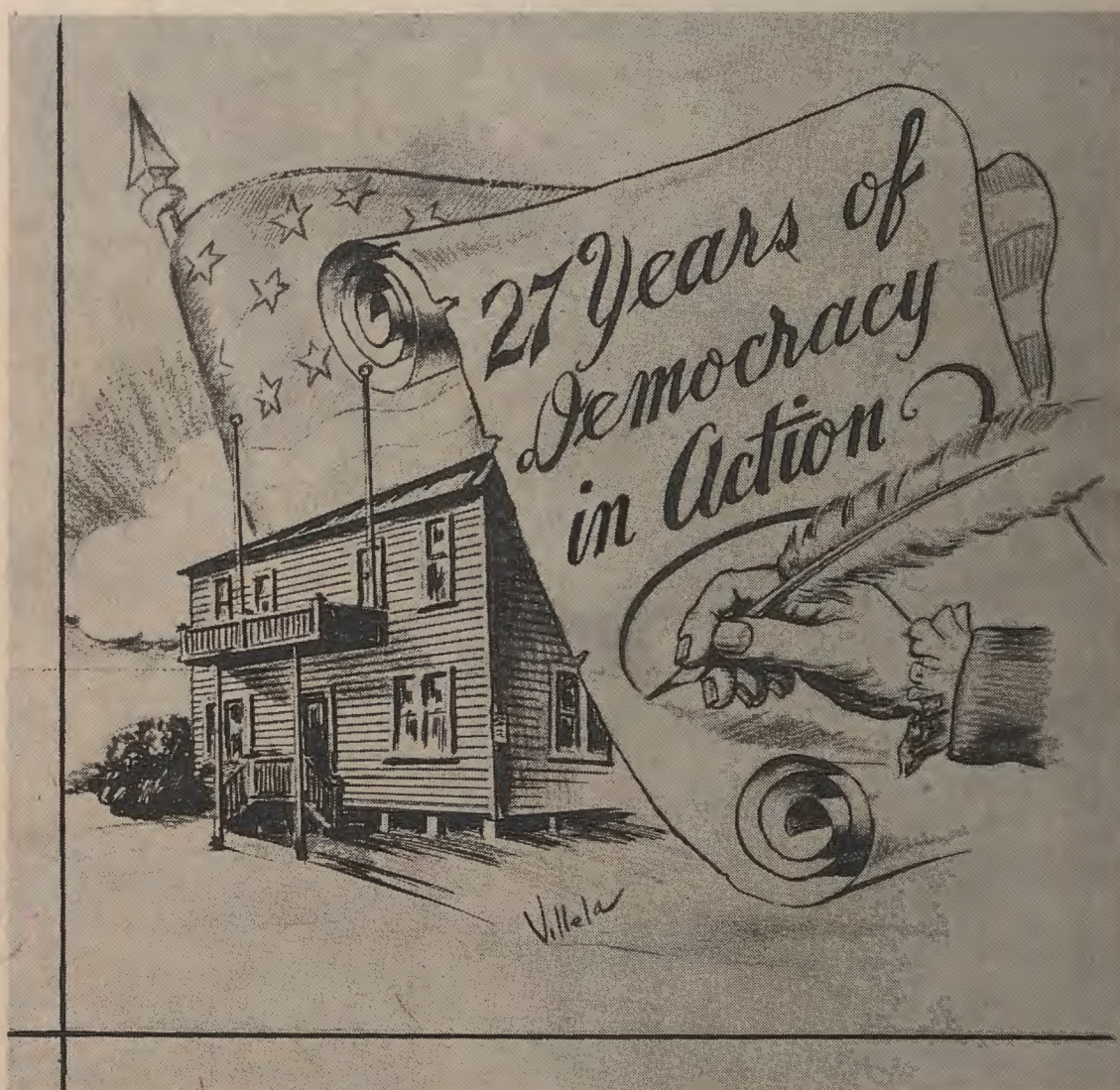




# LULAC News

Official Organ of the League of United Latin American Citizens

FEBRUARY, 1956



LULAC WEEK — February 12 - 19

**IN THIS ISSUE:**

RETROSPECTION by George J. Garza  
PERSONALITY OF THE MONTH  
AFTER 27 YEARS by Odilon Arambula  
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# LULAC News

Official Organ of the League of United Latin American Citizens

Vol 23

February, 1956

No. 7

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**FRONT COVER** — On February 17, 1929, in a frame building that still stands in Corpus Christi, corner of Lipan and Carrizo Streets, the League of United Latin American Citizens was born. This month's Lulac News observes "27 years of Democracy in action", the theme of Lulac Week. News artist Fausto Villela has created this month's front cover which dramatically illustrates this month's observance. On the lower left-hand corner is the old Obreros Hall where the first general convention was held and in the background is the American Flag.

## EDITORIAL

Society will progress even if we just let it take its course. But unless there is organized action with certain goals set forth, the advancement of society will be slow, with many trials and errors involved.

More than a quarter of a century ago, a group of farsighted Americans saw the need for organized action with the belief that the progress of our society needed a little spurring on.

A group of Americans, members of a minority group, was being denied many rights and privileges, and nothing was being done to correct the wrong. That was the theory on which the League of United Latin Americans was founded on February 17, 1929.

This month, Lulac is counting its successes. There have been many. Proof of those achievements lies in the comparison of today's attitudes to the ones predominant in those days. Dr. George J. Garza, one of the League's most active members, points out that fact in his article in this month's Lulac News.

Lulac Week is set aside to measure those achievements and to recognize the men who have worked hard to bring them about. Let's do the most of it, and let's do it good and loud.

However, as soon as we finish our deserved patting on the back, let's not forget that the job is not completely finished.

Recognition was our main goal at the start, and that, many agree, has been achieved.

Our people have begun to realize the importance of taking part in the community, and other groups have recognized the Spanish-speaking population as an important part in the community and in the economic way of life.

Our next overall goal has to do with advancement of the group.

There are an estimated three million Americans of Latin extraction in southwestern United States, and this group is constantly growing.

One of our problems is that of developing leaders, and another is that of pointing out to our people the importance of education. There are many other problems.

The League of United Latin American Citizens must roll up its sleeves and continue to add to its successes.

At this time the League is going through its strongest period in history, but yet it is not strong enough. More Councils must be organized and reorganized in areas where Lulac is weak. Its program must be disseminated and the needs of our people must be brought forth.

Therefore, we must not forget that many of our successes are still to be counted.

**RAMON GARCES**  
Editor



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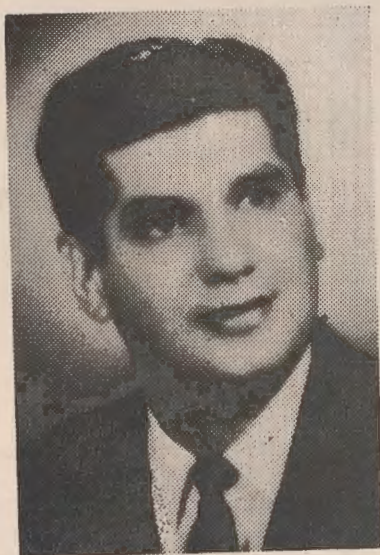
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# Message From The National President



OSCAR M. LAUREL

## 27 YEARS OF DEMOCRACY IN ACTION



### MY LULAC FRIENDS:

This is our anniversary issue! It is the hope of the members of the National Staff and particularly the Editors of **Lulac News** that you enjoy it to the fullest extent. As you can well imagine, this issue represents the combined labors of the editorial staff of the **Lulac News** and, of course, the generous contributions made by Councils throughout the League.

That this issue should be representative of our united efforts is indicative of the work which we are doing in Lulac. We should take this opportunity, in celebrating the twenty-seventh anniversary of the founding of our beloved organization, not only to observe this great milestone, but, rather, to take advantage of the opportunities which affords each and everyone of us. The National Director of Publicity, Arnulfo Zamora, and all the members of his staff prepared and mailed to all Council since the first of the year a Lulac Anniversary Kit. It was sent to you with the expectation that you make full use of the material which it contains. Lulac Week gives all of us an opportunity to appaise our respective communities of the great progress effected in the field of human relations through Lulac activities. The marking of this anniversary prompts us to pay homage and our respects to the great leaders who started our organization and worked during the days when intolerance and bigotry was the accepted form of behavior on the part of the majority group.

The celebrating of our twenty-seventh anniversary should, of course, be done in your respective communities in the manner which best suits your taste and custom. The important thing is this — do not fail to observe it in some way! Our anniversary is usually the occasion for some Councils to have a meeting at which time a special program is presented with emphasis on having speakers to review the history of Lulac and its accomplishments. Other Councils choose to have a big banquet at which time the wives and friends of the members are

included, and local city and county dignitaries of the community invited. The speakers at such banquet should recall the great work of our founding fathers as well as the many of other members who have given so much towards the progress of the organization.

You have been instructed in your Lulac Kits to have the Mayor of your community proclaim the week of Feb. 12-19 as Lulac Week and that said proclamation, together with other important pertinent information on the history of Lulac, be given to the local papers. Do not fail to do this! The importance behind the information of Lulac being disseminated through newspapers, radio and television lies in the fact that our primary obligation on Lulac Week is to let our friends and neighbors know what Lulac means, what it has done, what it has contributed to the progress of the local citizenry, as well as the services which it is ready and willing to render to the community in the years ahead.

The key note of this year's observance is, "Twenty-Seven Years of Democracy in Action." It is a motto which, in my estimation, is very appropriate to the great work which Lulac has done since its inception. Lulac, in working for and preaching the great American tradition of equality of opportunity for all the nationalities which comprise this great country, is an excellent example of "Democracy In Action." Let's commemorate the founding of Lulac in a manner which is appropriate and in keeping with the great milestone which it celebrates. It is a time to recall the great deeds which great men have accomplished in the past. Let us continue to work in concerted action to bring about the fulfillment of the goal which must have been in the minds of the founders at the time of the birth of Lulac, that Americans living under a democratic form of government should enjoy a full measure of liberty, justice, and equality, regardless of race, religious belief, or nationality.

YOURS FOR A GREATER LULAC,

Oscar M. Laurel  
National President



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## Many Accomplishments:

# AFTER 27 YEARS

By ODILON ARAMBULA  
Contributing Editor

### "27 Years of Democracy in Action"

With this theme Lulac celebrates its 27th anniversary of existence on February 17, 1956.

For Lulac members they have been 27 long, hardworking years filled with tears, sweat, successes and failures, little and big accomplishments—all dedicated to a glorious, noble end. For those Lulacs in Arizona, California, Colorado and New Mexico, although they joined the ranks of the League after its founding in 1929, all honor and glory is theirs, too—it belongs to each and every member, for each individual, in a small or big way, has been a building block in constructing the Structure of True Americanism, which is Lulac.

Most of us are well-acquainted with the colorful, enviable and memorable history of our organization, born of men who believed in liberal education, progress, liberty and equality for all regardless of race, color, or creed. Men like Ben Garza, Juan Solis, J. T. Canales, Juan B. Lozano and Alonso S. Perales gave Lulac its early start, encouraging the organization of American citizens of Spanish or Mexican descent into such groups as the Order of The Sons of America in Corpus Christi, The Knights of America in San Antonio, and the League of Latin American Citizens in Laredo, Brownsville, Harlingen and other Rio Grande Valley towns. The primary purpose of these groups was to combat prejudicial attitude and discriminatory acts against Latin American and to aid in the over-all betterment of a people.

Early attempts at unification failed but the three named organizations achieved that dream on February 17, 1929, in Corpus Christi, Texas, giving rise to a strong, solid front under one title and one constitution. The name League of United Latin American Citizens was adopted and its motto became "All for One, one for All," symbol of ever-lasting brotherhood. Ben Garza was the League's first president.

The Lulac constitution was drawn up and adopted at a convention in Corpus Christi on May 18, 1929. "America" became the official hymn of the League along with George Washington's Prayer. The American Flag was adopted the official flag of the League. Ed Idar authored the Lulac Code and J. T. Canales and Idar penned the Aims and Purposes of Lulac.

In 1931, the First issue of Lulac News was published, replacing Lulac Notes, which was the original organ of the League. Lulac News are now to be found in such libraries as the Congressional Library in Washington. The Lulac Shield, adopted in 1931, consists of stars and stripes, with a white band diagonally across from the upper left down to the lower right, and letters LULAC stamped on it. In 1931 the Lulac charter was granted under Texas laws and soon Lulac spread to New Mexico, Arizona, California, and Colorado.

Today, over 100 men and ladies Lulac councils are found in the five states, with national offices at Laredo, Texas, headed by National President Oscar M. Laurel, young Laredo attorney.

Junior Lulac Councils, sponsored by adult councils, were first organized in 1938 to aid the Latin American youth.

Twenty-two presidents have been at the head of Lulac up to Laurel, all great men of principles and ideals.

Lulac's recognition is no secret to the world, for the organization has long been cited for its activity in such fields as education, citizenship, youth work, migrant labor and other community affairs, always striving to produce the socio-economic betterment of the Latin American, the safeguarding of his rights with emphasis on his duty and obligation as a citizen.

Dr. George Garza, past National President, once said that Lulac is the "foundation of culture, progress,

liberty, equality and fraternity, which in turn form the basis for peace security, happiness, and the goals of a people, our country, our world.

In the very own words of State Representative T. W. "Buck Shot" Lane of El Campo, Texas: "Lulac stands for pure, good, old Americanism."

## Placentia Works On Youth Program

Youth work is in the minds of members of the Placentia, Calif., Lulac Council No. 174.

At the council's November 21, 1955, meeting, Art Castillo, chairman of Lulac Club Scout committee, introduced two speakers who talked on the subject of scouting.

The speakers were Mr. Addy, superintendent of School in the Placentia Unified School District, and Mr. Chester Whitten, principal of La Jolla Junior High School. Both stressed the need for adult supervision of scout work.

Victor Zuñiga, district governor of California, recently praised the Placentia council for undertaking such a worthwhile project as scout work.

## Floresville Names Two Reporters

Roy C. Sanchez and Isaac Martinez have been named temporary reporters for the Floresville, Texas, Lulac Council No. 254, according to reports from Rudy R. Garza, secretary.

Both were appointed at a council meeting on December 5, 1955.

The Floresville Council is also considering buying a banner. It is also urging people in the area to be mindful of their obligations as citizens and to secure their poll tax.



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## FORD STOCK SALE HAILED AS LANDMARK IN PUBLIC OWNERSHIP

# AND FREEDOM TOO

One of more significant developments in the United States has been broadening ownership of American business. It has been described by New York Stock Exchange President Keith Funston as "a man-in-the-street's kind of economic democracy." What he means is that millions of Americans from all walks of life and all levels, through their securities, have been asserting hold on the "real balance of economic power."

Recently we have seen another important step in this direction. For the first time in its 52-year history, common stock in the family-owned Ford Motor Company, the nation's third largest manufacturing enterprise, is being offered for public sale. As a result, 60 per cent of the voting power the company's destiny will be transferred to the public. The family will retain the other 40 per cent.

The new shares are being offered not by the company, but by the Ford Foundation, the non-profit charitable, educational, and research organization that holds 88 per cent of the company's outstanding stock. The initial offering of more than 10 million shares — 2 per cent of its total stock—makes this the largest transaction of its kind in the nation's history. With this public sale, Ford joins 1,000 other companies whose stocks currently are listed on the New York Stock Exchange—all of whom

have demonstrated high standards of integrity and performance.

This stock transaction is likely to benefit all concerned—the investing public, the Ford Foundation and the Ford Motor Company. The public will be able to put its savings into and have a voice in the management of a company that has assets of more than \$2,000 million, has invested \$1,600 million in productive facilities in the past 10 years and plans to invest another \$1,000 in the next three.

The Ford Foundation will be able to use the proceeds of the stock sale to diversify its holdings, thereby making it more secure financially. Thus the foundation—which last December gave an unprecedented half-billion dollars to the country's privately-supported colleges and hospitals—will be able to take an even more active role in carrying out its policy of "advancing human welfare."

Officials of the Ford Motor Company want as many people possible to buy its stock, on the theory that a large number of satisfied shareholders can mean more customers for Ford products. Moreover, Henry Ford II, present head of the company, has expressed his faith in this type of modern American capitalism, which he believes is dedicated more to public service and company advancement than to the enrichment of a few owners.

So the company that helped strengthen the consumer base of the American economy by introducing the mass production system, raising wages to unprecedented levels and reducing product costs, now is helping to strengthen its investment base. Little wonder that Mr. Funston has hailed the Ford stock sale as "a landmark in the history of public ownership."

But this is just one aspect of a much wider phenomenon of our economic life—what is being described frequently as "People's Capitalism," since in America today the people themselves are the capitalists and the people share the benefits. If you use the phrase, "People's Capitalism," in your letters to friends and relatives abroad, you might tell them what it means.

It means, among other things, the Ford Company selling its stock to the public. It means the ability of a man with \$50 to become part owner of General Motors. It means the 800 thousand families of auto workers benefiting by the Guaranteed Annual Wage contract. It means broad public stock holdings in companies like American Telephone and Telegraph, stock-sharing and profit-sharing plans for employees in many companies and the participation of millions in the benefits of our free system through various pension programs. All this, as someone said, and Freedom too.

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# - RETROSPECTION -

BY DR. GEORGE J. GARZA  
Lulac Past National President



DR. GEORGE J. GARZA

Is there a person who has not at one time or another reflected about the past and witnessed therein a cavalcade of successes and failures depicting the story of his own efforts or those of an entity within a determined sphere of activity? It is quite improbable that such a person has ever existed, for it is through retrospection that man and man-made entities have enhanced their successes and rectified their mistakes or failures. The desire to retrospect becomes more intense as some event is about to be commemorated, as, for example, the anniversary of Lulac.

To indulge in retrospection with regard to Lulac is to relive a saga-like period in which an unheralded hero in the form of a small organization rose from obscurity into national and international prominence through its epic actions in behalf of human dignity and rights. Carry your thoughts back to 1929 and a few succeeding years when Lulac was founded amidst an environment of bellicose dispositions and skeptical attitudes which made possible the very conditions that Lulac aspired to remedy or eradicate.

This very environment presaged the failure and ignominious end of the organization. Fear and deep-seated apathy gave rise to skeptical attitudes of some and gave wings to the scornful regard of others.

There was a time when potentialities of Lulac as an influential and succoring organization were scoffed at and derided; when membership in its ranks was a source of embarrassment and ridicule and an excuse for suspicion. Today Lulac is a national organization, powerful, influential, known, and respected in state, national, and international circles. Furthermore, membership in Lulac is considered a privilege and a source of pride. The pessimists have changed coat, the bigots comprise the

vanishing race, the carriers of Lulac virtues number in the tens of thousands, and the far-sighted, and courageous early leaders and followers of Lulac are the immortalized heroes of the saga.

What lies between that cold wintry day of February 17, 1929, which marks the unheralded founding of Lulac and the undying fame of today, is indeed a saga worthy of constant repetition.

The problems that beset Lulac were gigantic, seemingly beyond solution, and steeped in uniform and common practice. American citizens of Mexican and Spanish descent were deprived of most of the rights and privileges provided for by the Constitution of the United States and by God for the dignity of man. Their children had to go to public schools that were utterly inferior in buildings, teaching materials, teachers, and hygienic facilities. The schools were located off the beaten path and in the proverbially "south of the tracks" section of town. All so-called "Mexicans" must attend these schools regardless of what section of town they lived. There were only two school zones, the "Mexican" and the "white." Even in communities that could afford only one school there was a practice of discriminating by rooms and on the playground. A teacher who incurred the disfavor of the board was punished by being denoted to the "Mexican School," and inexperienced new teachers carried out their "hit and miss" apprenticeship in the "Mexican School."

Mexicans were regarded as unworthy and incapable of education, and every conceivable method was used to deprive them of an education.

The parents of these children fared no better, they found a reduced number of jobs available to them regardless of their ability. Their being regarded as "Mexican" was the signal for longer hours, poorer working conditions, and descending pay rates. There were no such things as day off, sick leave, working insurance, or vacation.

The political rights seemed non-existent. Elections were practically a closed corporation affair through fear-instilled and planned dissuasion.

Cafes, barbershops, and other similar places catering to the public were "off limits" to Americans of Spanish and Mexican descent, and glaring signs pointed out this fact. In some instances cafe owners would tolerate serving these people in the kitchen.

Theatres would reserve balconies for "Negroes and Mexicans," and where only the lower floor was available, a ropedown the middle of the center aisle would divide the "white" and "Mexican" sides. Swimming pools were definitely not made for "Mexicans." Street dances, which were quite popular then, were rope-segregated to prevent a crossing of boundaries.

(Continued on page 30)



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# CALIFORNIA LULACS DONATE \$800 TO OLYMPIC FUND

One of the largest contributions made to the United States Olympic Fund in Southern California was made by the Orange County (Calif.) Lulacs. Alfred J. Castillo, chairman of the Lulac Olympic Fund committee, presented a whopping \$700 check to smiling Fund officials.

The presentation of the check was made at Helms Hall in Los Angeles during the Southern California Chapter of the U. S. Olympians meeting.

Participating in the presentation were Castillo, Gable Baltierras, Rudy Rodriguez, and Danny Olivas.

Accepting the check was Jim Donahue, 1912 Olympic games pentathlon and decathlon winner who is vice-president of the Southern California fund chapter.

After the presentation of the check for \$700 was made, the San Ysidro Council contributed \$100 more, making a total of \$800 that was turned over to the Olympic fund.

Santa Ana, Placencia, La Habra and Buena Park collected the \$700 dollars.

The Lulac of Southern California raised by money through an Olympic Fund Drive Dance, held on Sept. 24. A queen was chosen.

Gloria Campos was selected as Queen of the Olympic Ball. Second place went to Raquel Molina. Others in the running were Josie Hernandez, Sofie Alvarez and Dorothy Aguirre.

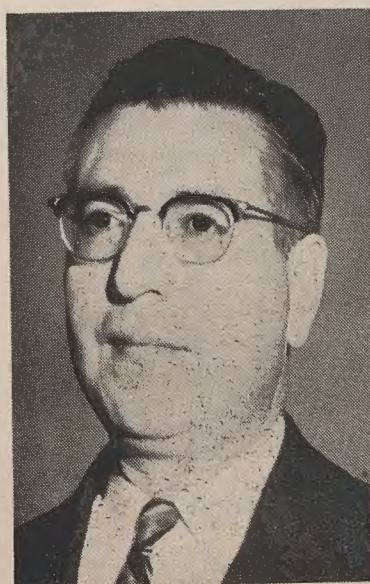
Castillo was chairman of the fund drive. Rudy Rodriguez was activity chairman and Baltierra was publicity chairman.

The donation by the LULACS boosted the Southern California Olympic Fund collections, to date, to \$25,782.49. Climax of the current



**CALIFORNIA LULACS GIVE** — The U. S. Olympic Fund was richer by \$800 dollars which Southern California Lulacs donated recently. The donation was the biggest contribution made to the Olympic Fund in Southern California. Shown presenting the check are Gabe Baltierras, Jim Donahue, 1912 Decathlon winner, Alfred J. Castillo, chairman, and Rudy Rodriguez.

Olympic Fund campaign took place on October 18th, when a gigantic Olympic Fund. Donor Dinner was held at the famed Moulin Rouge in Hollywood. More than 750 persons attend. The LULACS were represented at the Olympic Fund dinner by seven officers of the organization.



**GILBERT MARTINEZ**

## Martinez Elected Denver President

Gilbert Martinez has been elected president of the Denver Lulac Council.

Martinez is manager of the Clasa Mohme Motion Picture Distributing Company.

Other officers chosen are Manuel Gomez, vice-president; Melvin Falk Gertsen, treasurer; and Dorothy Archuleta, secretary.

Activities by the Denver Council included a regional convention to be held in Denver the first week of June. Lino M. Lopez, regional governor of Colorado said.

A delegation from Denver met with Gov. Edwin C. Johnson January 16, 1956 for the signing of the Lulac Week proclamation. Present were Lino M. Lopez, Gilbert Martinez, and Raymond Gomez, the outgoing president.

The new Council officers were scheduled to be installed February 7 and a delegation from Trinidad, Colorado Council 113 was to be present.



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# Personality of the Month

## LUCIANO SANTOSCOY

An organization, like a nation, is made great only when its members make it thrive by providing more than just friendly interest. Its usefulness is measured by the number of individuals who mother it with the warmth of belief and the solidity of purpose.

The unity of an organization comes from members who dutifully attend meetings and perform chores, but the progress is provided by the handful of members who go beyond the call of duty.

Luciano Santoscoy of El Paso, this month's personality, represents in the League of United Latin American Citizens that group of members who are interested not only in the existence of Lulac, but are constantly going out of their way to promote its beliefs by providing fresh ideas and organized action.

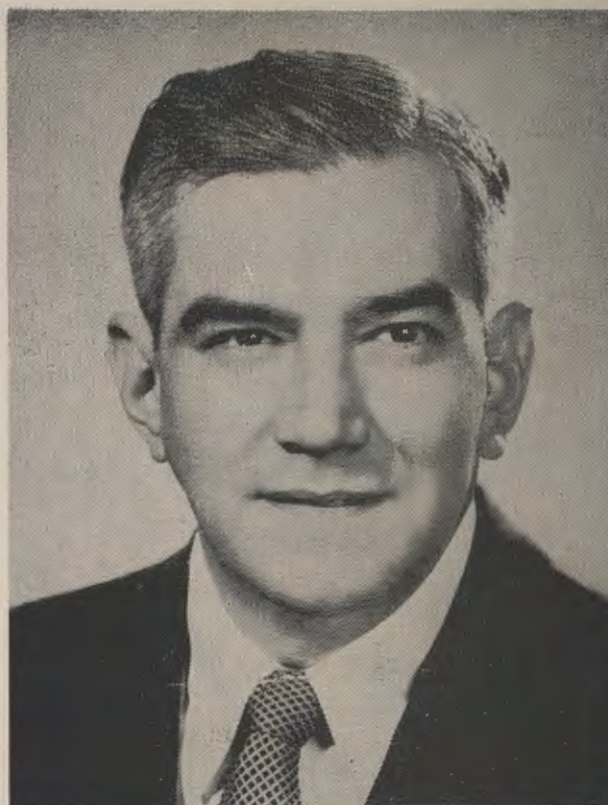
It's hard to single out one outstanding achievement that Santoscoy has promoted, because he has promoted so many.

Lulac Week, which we are observing this month, was started by Santoscoy.

Singlehandedly Santoscoy put out Lulac News in 1953, 1954 and 1955, and in 1953, an eighty page Lulac News, observing the 25th anniversary of Lulac, was published under the editorship of Santoscoy. It is the largest News that has ever been published.

Santoscoy, who joined Lulac in 1947, started citizenship classes for the El Paso Council and they are still being held. La Feria de las Flores, an annual celebration in El Paso, was started by Santoscoy.

Santoscoy came to the United States in 1919 from Chihuahua, Mexico and attended public school in El Paso. On March 24, 1940, he married Juanita Badillo.



LUCIANO SANTOSCOY

A clothing salesman at a dry goods store in El Paso, where he has been for 18 years, Santoscoy served as Deputy Assistant Censor during World War II and as finance consultant for the Office of Censorship.

Santoscoy has also had experience in the circulation department for the Scripps-Howard newspapers and the El Paso Times-Herald. He started working for Scripps-Howard as a route carrier and later was assistant street sales manager after school. He later was the youngest circulation department district manager and probably still holds that record. He was also district circulation manager for the Times-Herald also.

Santoscoy, after joining Lulac in 1947, was elected Lulac District Governor in 1949 and made a complete tour of the district, visiting Midland, Odessa, Imperial, Grand Falls, Monahans, Pecos, Fort Stockton, Sanderson, Alpine, Valentine, Marfa, Sierra Blanca, Ysleta, Socorro, Fabens and Clint. He wrote a unique report to the National office at the time.

Santoscoy was named outstanding Lulac in 1951-52. He has served his

local Council as president for two consecutive terms. He holds the distinction of having attended every national convention since becoming member.

But Santoscoy's civic and social work has not been limited to Lulac. He was a member of the Child Welfare Board for two terms, was a member of First International U.S.-Mexico Health and Welfare Board, which received international recognition UNESCO, and was founder of a school hot lunch fund which now provides lunches for 800 a month. Among his civic achievements is his effort in getting alleys and streets paved in South El Paso.

He is now secretary of the City-County Board of Health, member of the Catholic Welfare, Guadalupe Youth Center, Conference of Christian and Jews, Bishops Committee for Spanish-speaking and has participated in countless drives for funds, among them anti-diahrrea drives that has helped in lowering the infant mortality rate in El Paso.

Santoscoy has been mentioned as an aspirant to the office of national vice-president of Lulac.



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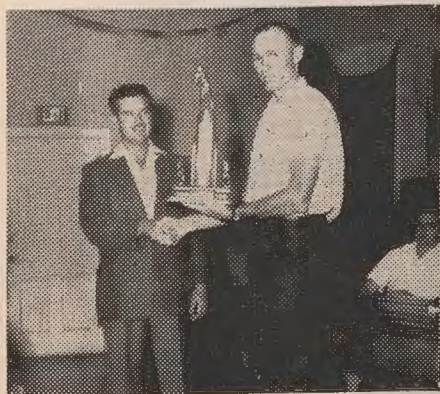




**TEXAS CITY BASEBALL PLAYERS** — Some of the players on the Texas City baseball team are, front row, 1. to r., Mario Fernandez, Eddie Garcia, Heron Enriquez, Jimmy Velarquez, Paul Segura, Gilbert Reyes, Back row, 1. to r., Rudy Farias, coach; Skippy Sharrea, Paul Padilla, Able Garza, business manager; Ben Rodriguez, team manager, Red Murff, and Gil Parrado.



**TEXAS CITY LULAC COUNCIL OFFICERS** — L. to r., sitting, Vice-president Florencio Jasso, Secretary Raul Padilla, President Louis Hernandez, Assistant Treasurer Able Garza, Chaplain Ben Rodriguez, Treasurer Nick Medina Jr. Lined in backrow are some of the Council No. 255 members.



**RED MURFF PRESENTS TROPHY** — Red Murff, right, leading pitcher in Texas League who will play for Milwaukee Braves and who started his baseball career in Texas City, presents Ben Rodriguez, team manager, trophy that the Lulac baseball team won in Dist. 8 playoffs.

## Texas City Council Reports Progress On 5-Point Program

TEXAS CITY, Tex. — The Texas City men's Lulac Council, which was chartered in May, 1955, has reported much progress made in its five point program.

Florencio Jasso, publicity chairman of the Council, said that the five-point program is (1) a scholarship fund, (2) scouting, (3) citizenship and political education, (4) baseball program in the summer, (5) to establish cooperative relationships with other civic organizations and agencies in the field of public service.

The officers of the organization are as follows: Luis Hernandez, pres.; Florencio Jasso, vice-president; Raul Padilla, secretary; Nick Medina Jr., treasurer; Ben Rodriguez, chaplain; Abel Garza assistant treasurer; Rudy Ramos, secretary; Lalo Velasquez, sgt.-at-arms.

Of the five-point program, Jasso points out the following progress:

The scholarship fund has been started with a small amount, but will continue to grow.

The Council is in the process of sponsoring a Scout troop now; names of the scout master, assistants will be announced soon.

The Citizenship and Political education program is set up to assist non-citizens in acquiring U. S. citizenship.

At present time Joe Garza and Florencio Jasso are keeping Council informed on the political issues on the local level. A poll tax drive was sponsored by this council. All members of this council have been urged to buy their poll tax and to encourage others to do the same.

Andrew Z. Baker an assistant D. A. of Galveston County spoke to the council in Sept. His topic was on the "functions and duties of the District Attorney's office." After his talk he submitted to a question and answer session.

In October, Carl Nessler Jr., a member of the Mainland Bay Area Scout Council spoke to the membership. His topic was on the "History of Scouting", a film was shown also.

Texas City Council has established good relations with the Texas City Sun and Galveston Daily News.

The baseball team won the District 8 Championship.

The team played in rags at the start of the season. The Texas City Merchants donated new uniforms for the team. The team won fourteen games and lost two. Texas City won the Play-offs from Brvan and Houston, winning 5 out of 6 games. Joe Reyna, League Chairman, presented the trophy to Ben Rodriguez team manager. Houston Council 60, treated the team very well at a baseball league party at the Grand Prize Brewery in Houston.

Texas City Council had a small affair for the team members and wives. Red Murff, all star pitcher of the Dalas Eagles, was the guest of honor.

During the course of the baseball season the team was scouted by Sam Houston State College baseball scouts. One of the players, Skippy Sharrea, second base man recieved a scholarship and is studing Pre-Engineering this fall at Sam Houston College. A 1955 Texas City High School graduate. Skippy was a great asset and sportman on the team. He is a member of the council.



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GOV. ALLAN SHIVERS, Texas, signs proclamation. To the left is Phil Montalvo, Houston, and to the right is Past National President Frank M. Pinedo, Austin.

## Proclamation

### Texas

The League of United Latin American Citizens, better known as LULAC, was founded twenty - seven years ago in the interest of better relationships between our citizens of Latin American extraction and their fellow Texans and Americans.

LULAC was organized to uphold and defend the rights of all Americans in this country and to endeavor to instill in them the importance of the duties and responsibilities vested in them by virtue of the privilege of being Americans.

The LULACS throughout the State of Texas have devoted their efforts to furthering the aims of education and fostering the ideals of peace and unity and this year are centering their efforts on the theme, "Twenty-seven years of Democracy in Action."

NOW, THEREFORE, I, as Governor of Texas, do hereby designate the period February 12-19, 1956, as

#### LULAC WEEK

in Texas, and call upon all citizens of our State to join in recognition of the contribution made by members of this organization to the progress and development of Texas and the United States.

In official recognition whereof, I hereby affix my signature this 14th day of December, 1955

ALLAN SHIVERS  
Governor of Texas



GOV. EDWIN C. JOHNSON, Colorado, signs proclamation. Left is Gilbert Martinez, Denver Council president, Gov. Johnson, Raymond Gomez, past president; and L. M. Lopez, Lulac regional governor.

## Proclamation

### Colorado

WHEREAS, the League of United Latin American Citizen, better known as LULAC, is observing its twenty -seventh anniversary of its founding; and

WHEREAS, this organization has worked for the promotion of the ideals of America and our way of life; and

WHEREAS, the State of Colorado has active Councils in the League of United Latin American Citizens whose members devote their efforts to furthering the aim of education and participation in civic activities; and

WHEREAS, the theme "27 Years of Democracy in Action" is being featured to keynote National Lulac Week, February 12-19, 1956, in commemoration of the important role LULAC has played in the welfare and prosperity enjoyed by our State and Nation:

NOW, THEREFORE, I, Edwin C. Johnson, Governor of the State of Colorado, do hereby proclaim the period of February 12 to 19, 1956 as

#### LULAC WEEK

in the State of Colorado and urge all citizens of the State to join in this observance and to extend their heartfelt salute to the Lulac Councils who are making such a constructive contribution on behalf of Democracy in Colorado.

GIVEN under my hand and the Executive Seal of the State of Colorado, this Sixteenth Day of January, A. D., 1956.

E. C. JOHNSON  
Governor



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GOV. JOHN F. SIMMS, New Mexico, signs proclamation. To the left is Arcenio A. Gonzalez, regional governor and to the right is Phillip Gonzalez, regional secretary

## Proclamation New Mexico

WHEREAS, The League of United Latin American Citizens is this year observing "27 years of Democracy in Action", and

WHEREAS, this organization, better known as LULAC is prominently identified with some very worthy projects in New Mexico, and

WHEREAS, since its organization 27 years ago it has placed particular emphasis on the bettering of relationship between citizens of Latin American extraction and other American citizens, and

WHEREAS, the cardinal principles of LULAC stress the preservation of the rights of all Americans,, fostering of the ideal of freedom, peace and unity, and furthering the cardinal principles of Education, now

THEREFORE, I, JOHN F. SIMMS, Governor of New Mexico, do hereby proclaim the period of February 12-19, 1956, as

### LULAC WEEK IN NEW MEXICO

and urge that all New Mexico Citizens join with members of this worthy organization in the proper observance and recognition of the many contributions made by LULAC in 27 years of Democracy in Action.

DONE AT THE EXECUTIVE OFFICE  
THIS 21ST DAY OF DECEMBER, 1955.  
WITNESS MY HAND AND THE GREAT  
SEAL OF THE STATE OF NEW MEXICO

JOHN F. SIMMS  
Governor

ATTEST:  
Secretary of State

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# BRYAN MEETING SUCCESSFUL

The Bryan, Texas, Lulac Council No. 229 played host to one of the most successful area re-unions held under the auspices of the Oscar M. Laurel administration. The meeting was held Saturday and Sunday, January 21 and 22, 1956.

The gathering got underway Saturday with a short meeting held at the Bryan Council's Lulac Hall—situated in six acres of land bought and paid for by the Bryan Lulacs! Aurelio Escamilla, president of the Bryan group, opened and presided at the 2:30 p.m., Saturday session.

Following the official prayer and pledge of allegiance, the Honorable Oscar M. Laurel, Lulac National President, was introduced. He in turn presented to the assembly the other National Officers making the Bryan meet, Arnulfo Zamora, National Director of Publicity; Odilon Arambula, Executive Secretary 'to Laurel; Francisco Flores, National Secretary; and Howard Ruhlman, Business Manager of Lulac News. Also making the trip was Raul Elizondo, Lulac District Governor of Laredo.

On Saturday at 5:30 p. m., the National Staff members were honor guests at a barbecue dinner, at which time both the Bryan men and ladies' Lulac councils acted as hosts.

The speakers at the banquet included the Honorable W. T. McDonald, 85th District Judge, and the Honorable A. S. Ware, Brazos County Judge. Both publicly praised the work of Lulac throughout the land and particularly in Bryan. Judge McDonald cited that "Latin Americans should be proud of their heritage—a wonderful colorful and enviable heritage—our freedom."

The response was rendered by Laurel, who briefly outlined the history of Lulac, making mention of the organization's aims and purposes and of its tremendous progress since its founding in 1929. He, too, praised the work of the Bryan council, both the Seniors and the Juniors.

At the banquet brief but meaningful talks were delivered by Brothers Zamora, Flores, Ruhlman and Elizondo.

Following the banquet, a most

successful Poll Tax dance took place in the hall with the Orquesta Modelo from Navasota, Texas, providing the music. Admittance to the dance was the poll tax.

Cliff Lopez, one of the most active members of the Bryan Council, proved very instrumental in the selling of over 200 poll tax during the evening.

The National Officers were the guests of the Honorable Lupe Esquivel, Special District Governor for Bryan, at a most delightful breakfast, at the Zarape Restaurant—owned by Brother Esquivel. Officers of the Bryan Council were also present.

Sunday, following the breakfast, business was resumed at the Lulac Hall. Cliff Lopez led off with the Lulac prayer and Brother Escamilla led the group in reciting the pledge of allegiance.

The National Officers then rendered reports on their respective jobs. Publicity Director Zamora told of the publication of Lulac News and urged the councils represented at the area meeting to send in the news so that they might be published in the magazine.

Business Manager of Lulac News, Brother Ruhlman, told of the business end of the magazine, explaining the advertising rates. He, too, asked for cooperation from all the councils.

National Secretary Flores outlined his duties. He said that 8 new councils had been organized under the new administration and stressed expansion of the League.

Executive Secretary Odilon Arambula also spoke to the group, stating that "Lulac has taught me new things—I have met new friends; everyday I learn something new. Each step taken under the Lulac banner is a new experience."

Also participating in the discussion were the officers and members of the Bryan Council. Present at the meeting, likewise, were several members of the newly-organized Waco Council.

Reports read by a Waco representative indicated that the new council is a growing group and great things can be expected of it.

Among those attending, besides the National Staff, were Rudy Rodriguez, National Junior Lulac Chaplain; Pete Ramirez, Bryan Junior Lulac president; Manuel Gonzalez, secretary of the Waco council, who enlightened the group with a most favorable report on the activities of the fast-growing Waco Council; and members of the Bryan and Waco councils.

## Corpus Christi To Host Region

January 30, 1956

Dear Brother and Sister Lulacs:

As you already know by now, Corpus Christi Council No. 1 will be your host at our annual Regional Convention, which is to be held in Corpus Christi, Texas on February 17, 18, and 19, 1956.

Please make your reservations at your earliest possible convenience by writing to me, Wm. D. Bonilla, 727 Wilson Bldg., Corpus Christi, Texas.

This Convention will be held at the White Plaza Hotel in Corpus Christi at the corner of Leopard and Upper Broadway streets.

The estimated registration fee is \$8.50 for delegates. We have planned a cocktail-buffet for Friday night, February 17, 1956, a boat ride Saturday noon, the 18th and a Dinner-dance Saturday night on February 18, 1956, and other activities.

Please make plans to attend this program. We are behind on our schedule and consequently it is very urgent that we know how many delegates we will have on hand.

Very truly yours,

Wm. D. Bonilla  
Council No. 1, President





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**NEW PORT ARTHUR OFFICERS** — Officers who will serve the 1955-56 term in the Port Arthur Lulac Council are, left to right, Manuel Vera Jr., vice-president; Gilbert Alvarez, treasurer; Felix Soliz, assistant secretary; Jose G. Mendiola, chaplain; Paul Silva, parliamentarian; Salvador Ybarra, sgt.-at-arms. Not present was Robert Salas, secretary.



**ATTEND BANQUET** — Among the delegation from El Paso that attended a Lulac banquet in Lubbock were, 1. to r., Attorney Mauro Rosas, Rafael Linares, Mexican Consul, Attorney Albert Armendariz, and Attorney Joseph J. Royleal. The Lubbock Council received an American flag from the Lubbock WOW organization.



Officers attend opening of Houston Home. L. to r., Paul Gutierrez, treasurer; Richard Ante Sr., secretary; Oscar Laurel, national president; Felix Salazar Jr., president; and Sammie Alderete, vice-pres.



**RECEPTION** — A reception committee of Lubbock Lulacs and a El Paso delegation met at District Governor's A. G. Ramirez restaurant "Taco Village" recently. Left to right, Joe Ramirez, Lubbock; Consul Rafael Linares, Attorney Mauro Rosas, Tony Campos, President Leonel Galindo, Lubbock; Attorney Joseph J. Royleal, Attorney Albert Armendariz, and District Gov. A. G. Ramirez, Lubbock.



**ARMENDARIZ SPEAKS** — Attorney Albert Armendariz addressed the Lubbock Council 263 during a banquet and stressed the need for more Latin Americans on jury panels. He also spoke of the obligation of all Texans to buy a poll tax and vote.



**ARTESIA CELEBRATES** — The Artesia, New Mexico Council observed New Year's Eve with a dance, which netted the Council a profit of \$55. Shown is a group of Council members who attended the dance. The Artesia Council has been very active in the past few months. A joint meeting between the men's council and the ladies' council is being planned. The men's council has been active in many projects, such as Christmas food baskets, and March of Dimes.



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**HARLINGEN HONORS TEACHERS** — The second annual Goodwill Teachers Banquet was held Dec. 10, 1955 in Palmito Inn in Harlingen, Texas. The Harlingen Council was the host. Main speaker was Judge Ed Salinas. Shown here, sitting are District Judge Ezequiel Salinas and Mrs. Salinas Laredo. Standing are the Mayor of Harlingen, Arnulfo Zamora, national director of Publicity from Laredo, Mr. Vasquez, president of the Harlingen Council, Mr. Burnett, master of Ceremony and Senator Kelly.



**S. A. LADIES HONOR PATIENTS** — Patients from the Southern TB Hospital in San Antonio, Texas received a share of Christmas spirit from the Ladies Lulac Council 187 of San Antonio. Mrs. Mary G. Villa, president, appointed a gift purchasing committee in December and selected gifts for 75 male patients and 62 female. The members gathered at the residence of Mrs. Fred Garcia, 130 Bank, to wrap the gifts. Shown are Mrs. John Markley, Mrs. Emma Brossurd; Miss Martinez, Miss Garcia, Miss A. Cruz, Mrs. de los Santos, Mrs. Alonzo, Mrs. Trejo, Mrs. Tarin, Mrs. Maldonado, Mrs. Bronocco, Mrs. Cervantes, Mrs. F. Garcia, Mrs. Martin Rodriguez, Mrs. Cruz and Mrs. Mary G. Villa, president.



**THIRD PLACE WINNER** — Sponsored by Edna Council 234 (Texas) this float won third place in the Jackson County Fair in Sept.



**PIZANO HONORED** — John Guseman, chief of police and a Lulac member, right, and A. Munguia Jr., middle, present a one year scholarship to Frank Pizano, who is now attending A & M College. The presentation was made at the Harlingen High School. The Scholarship was awarded by the Harlingen Council.



**EDNA FLOAT WINS SECOND** — The pictured float, whose theme was education, won second place at the Jackson County Fair, Sept. 13, 1955 at Edna, Texas. It was sponsored by Edna Council 243. Shown are, standing, Frank Herrera Jr. and Anita Gonzalez. Seated, l to r., Carmen Estrello, and Rita Estrello. The other children's names were not available.



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**REFUGIO QUEEN** — Miss Mary Villarreal was crowned queen of the Refugio Ladies' Council 256 recently. John J. Herrera is placing the crown on the queen's head. Herrera is from Houston. The event was held to celebrate Mexico independence day. (Photo by Clarkson)



**QUEEN ELECTED** — Shown after the results of a popularity contest between Rosenberg Council 188 and Sugarland No. 248 were announced are, standing, 1. to r., Rolan Rodriguez treasurer of Council 248; Elias Guerrero, chaplain of Council 188, Jesus Arriaga, queen's father; and Eleno Flores, president Council 248. Seated are, Margie Galvan, Queen Anita Arriaga, and Dolores Treviño.



**SABIE GUTIERREZ**

## Sugarland, Rosenberg Elects Queens

Two lovely señoritas represented the Sugarland, Texas, Lulac Council No. 248 at a recent in which the Lulac Queen of Fort Bend County was elected. Rosenberg, Texas, Council No. 188 also entered a pair of girls.

Representing Sugarland were Miss Anita Arriaga and Miss Sabie Gutierrez. Miss Dolores Treviño and Miss Margie Galvan represented Rosenberg.

Dances were held for the benefit of the different candidates, at which time votes were collected and the people got acquainted with the ladies.



**ANITA ARRIAGA**

Two such dances were held at Richmond, Texas, on October 23 and on November 20. Another dance was held at the Morales Night Club in Stafford Oaks.

## La Habra Feasts

"Hard work and leisure go hand in hand."

This holds true in the case of the La Habra, Calif., Lulac Council No. 259.

The group staged a dance on Dec. 3 for members and friends — success as never seen before. In fact, the tamales and menudo were so good that the council is considering repeating the feat soon.

## The Slackers Creed

1. Do not attend meetings; if you do, arrive late.
2. If you do attend a meeting be sure to find fault with the work of the officers and committee members.
3. When asked by the chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting, tell everyone how things ought to be done.
4. Never accept an office. It is easier to criticize than to do things.
5. Do nothing more than is absolutely necessary; but when other members roll up their sleeves and unselfishly devote their time and energy to help along, howl that that the organization is run by a clique.
6. Hold back your dues as long as possible, or do not pay at all.
7. When a social meeting is held tell everybody that money is being wasted on "blow outs," which make a big noise and accomplish nothing.
8. Where a "social meeting" is held, say that the organization is dead.
9. Agree with everything said at the meeting and disagree with it outside.



## RETROSPECTION

(Continued from page 9)

Hospitals maintained separate wards, and often even these were not available. In many cases doctors must be assured of their fee before making a call

Involvement in any type of trouble which brought the police was tantamount to imprisonment, fine, or both. Trial by a jury of peers was a farce, and defense a mere formality.

These and many other problems resulting from flagrant encroachment of Americans' Bill of Rights were the lot of Americans of Spanish and Mexican descent when Lulac dared to shoulder them amidst overwhelming odds.

One by one these problems and situations have been met by Lulac and solved on a level that is in keeping with communal interests and the welfare of those concerned. This has been possible through unity of purpose, determination, patience, perseverance, understanding, tactfulness, and a sense of objectivity which Lulac has found to be the foundation for success in the field of human relations.

The purpose of this retrospection has not been to reopen old wounds or to instill greater effort on the basis of passe conditions. Rather its purpose has been to present a cavalcade of what used to be, and the potentialities of concentrated effort toward a commonly understood goal. It is a reminder that the difficult can be done immediately and that the impossible, although it requires a little more time, can be accomplished. As the twenty-seventh anniversary of Lulac is celebrated, it is well to remember that, regardless of its humble beginning, a man-created entity is acclaimed by its actions and attitudes and not by its origin or composition.

An organization has within its own scope or smallness through its established purposes, its modus operandi, and its faith in that which it attempts. The greatness of Lulac is an established fact which even its greatest enemies will admit. Its continued greatness is dependent upon the continued sincere efforts of its multiple membership. The fight against discrimination is at an end but the greatest fight is still raging: the fight to strengthen and maintain with all the human dignity that God intended for man an equal spot in the realm of a democratic people.

Yes, it is necessary to indulge in a little retrospection once in while so that one may see his weaknesses and his strength; so that one may be in a position to rectify and strengthen; so that one may realize his limitations and potentialities "lest we forget" and become over-apathetic, or even over-bearing.

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