

LULUAG NEWS



OCTOBER, 1956

OFFICIAL ORGAN OF THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS



CONGRATULATIONS

AND
BEST WISHES
TO

L U L A C

From Your

New Mexico Democratic Party

"Vote It Straight"

ERNEST C. TUCKER

Democratic State
Chairman

RE-ELECT
**JOHN
BLOCK**



Democratic Candidate
**CORPORATION
COMMISSION**

**OUR SCHOOLS
NEED YOUR
SUPPORT**

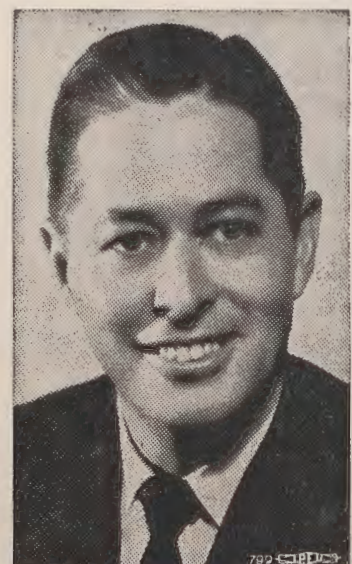
**OUR SCHOOLS
NEED YOUR
VOTE**

RE-ELECT

**GEORGIA
LUSK**

Superintendent of
Public Instruction

RE-ELECT
**JOSEPH M.
MONTOKA**



Democratic Candidate
**LIEUTENANT
GOVERNOR**

NU-WAY Custom Cleaners
&
Laundry

LOS ALAMOS — SANTA FE

Dial 2-4922

Dial 3-4598 - 3-5741

J. C. PENNY COMPANY

SANTA FE

LAS VEGAS

ALBUQUERQUE

F & T LIQUOR STORE

FLAVIO TRUJILLO, Owner — LULAC Member

307 Water St.

Santa Fe

Guadalupe Barber Shop

Union Shop

JIM ANDERMANN, Proprietor

319 Guadalupe St.

Santa Fe

SEVEN-UP
BOTTLING COMPANY

SANTA FE

308 Aqua Fria

Dial 3-8562

Yost's Auto Trim Shop

Tailor-Made Seat Covers and Tops

PRICES FROM \$17.00 UP

SANTA FE

Across From The Old State Penitentiary

Rocky Mountain Service Station

COURTEOUS SERVICE OUR MOTTO

&

Rocky Mountain Bar

DANCE EVERY FRIDAY & SATURDAY

BOTH ON
LOS ALAMOS ROAD

The First National Bank
of Santa Fe

The Oldest Bank in the Southwest

LOS ALAMOS — SANTA FE

MEMBER F.D.I.C.

Robert E. McKee

General Contractor, Inc.

P. O. Box 1706

Santa Fe

SELIGMAN'S

"TO SUIT YOU BEST"

MEN'S WEAR

127 W. San Francisco

Santa Fe

Bernie M. Quintana

INSURANCE AGENCY

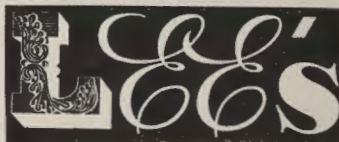
Dial 3-8591

Top Complete Insurance Service

317 Guadalupe St.

Santa Fe

WE GIVE FRONTIER STAMPS



SAN FRANCISCO AT
GALISTEE ST.

SANTA FE
NEW MEXICO

Lee's Is Home Owned And Home Operated
Where You Can Shop In Confidence

Women's Wear Of Distinction ---
Nationally Advertised Brands
At Prices You Can Afford To Pay

Boy's - Girl's and Infants Wear
Nationally Advertised Brands

Women's - Girl's - Boy's & Infant's Shoes

The Home Of Buster Brown Shoes

"The Shoe That Really FITS"

Jake's Market

QUALITY MEATS
FANCY GROCERIES
FRUITS
&
VEGETABLES

Riverside

ESPINOSA MOTOR COMPANY

Wholesale - Retail
AUTO PARTS
&
ACCESSORIES

Espanola

Espanola
RADIO & APPLIANCE
Gas & Electric Appliance Center
ADMIRAL
G-E

RCA

SALES - SERVICE

Espanola

Dial 3445

Arrow
SERVICE STATION
GOODYEAR
TIRE & BATTERIES
NOBENTO ATENCIO, Prop.

Espanola

Dial 4095

Delta Bar

MIXED DRINKS
PACKAGED GOODS
OUR
SPECIALTY

DIAL 2515
ON THE CHAMA HI-WAY



MODERN SHOE REPAIR

Across the Bridge in Riverside
MARIANO ORTEGA, Owner
LULAC MEMBER

Our Compliments to LULAC and MR. ORTEGA
From

NEW MEXICO LEATHER COMPANY

411 Tijeras Ave., N. E.

Albuquerque

Valdez Insurance Agency

"HOME OF
DEPENDABLE
SERVICE & COUNSEL"
Dial 3181 - 3185

Espanola

CHEVROLET SALE - SERVICE

"Your Factory Authorized Dealer"

Mac Chevrolet Co.

"A Safe Place To Trade"

Espanola

PUEBLO DRUGS

FAIRVIEW

Prescription Service — 24-Hours A Day

Dial 2795

Pharmacists — BEN MAESTAS - JENNINGS DOAK

DRUGS — SUNDRIES — COSMETICS — SPORTING GOODS

Bond-Willard Co.

SERVING NORTHERN
NEW MEXICO
WITH
GENERAL MERCHANDISE
Since 1883

Espanola

Dial 2135 - 5455

ESPANOLA STATE BANK

Offices At
CHAMA - ESPANOLA

"SERVING RIO ARRIBA
COUNTY SINCE 1916"

MEMBER - F.D.I.C.

All Deposits Insured Up To \$10,000.00

Rio Grande Cafe

SPECIALIZING IN
NEW MEXICAN &
AMERICAN DISHES

BERNABE ARCHULETA, Prop.

Espanola

FORD

Sales - Service

Your Friendly Ford Dealer

Hunter Motor Co.

Espanola

FELIX TIJERINA SPEAKS . . .

The National President's Message

IT'S UP TO YOU AS MEMBERS

With the opening of this new Administration, we were challenged with the opportunities that were presented to us for improving our organization in the State of Texas as well as in the rest of the states that comprise our League. To accomplish the greatest progress in the improvement of our League, we need the full participation of every member of our beloved LULAC. For instance in the field of expansion, organization, administration, and many others, improvements can be made if we can but visualize the needs and organize ourselves so as to present a unified front in working toward achieving them.

At the present time we are working day and night on the Passive Membership Plan. Many hours have been spent in planning conferences, committee work, hearings, and other forms of meetings in order to better work out the progress of this plan which has shown great interest here in Texas.

The Passive Membership Plan can only be a success through your efforts. This is not one man's job. To this end, I call upon the best thinking, initiative



and energy of every member of the League to further our basic objective: the improvement of our League.

To that end, I pledge my best efforts in the forthcoming year, and I earnestly solicit the aid and support of every LULAC toward obtaining that objective.

I also would like to mention the Back to School Campaign which was carried out throughout the League. Let me urge you to make an extra effort to see that your children and your neighbor's children comply with the laws concerning School Attendance. Needless to say, a vast majority of our people will not, for various reasons, take advantage of our Public Schools and as long as this situation remains, our progress in the field of education will be very slow.

Great advances have been made; however, so that our progress might rise to a higher level, it is necessary for our League to expand, giving us more and more members to carry out the good work of our League.

For this purpose, this administration at our first Supreme Council Meeting held in Austin

on August 19, 1956, saw the need to adopt a plan, adding to our ranks a special type of member, which we call a passive (or associate) member.

This plan went into effect immediately; however, it is subject to the approval of the National Convention in June, 1957.

One of the most important events of the year for all LULACS will be the November General Election. It is our duty to cast a vote regardless of for whom we vote. We as LULACS have the responsibility to see that all eligible voters go to the polls. We must see that they get the information as to when and where to vote.

Looking over the records of LULAC, we notice the different projects and goals undertaken by different councils. I cannot help but notice the large percentage of Councils that have established Scholarship Funds. It is with great pride that I take off my hat to those Councils, for we can now see the fruits that those Scholarships have given us. We need leaders among our people and we believe that only through qualified leaders will we be able to accomplish the goals and ideals which we have been striving for.

In order to accomplish what we have started, we must get more members into our fold. We must have more publicity so that our community might know us better. We must participate in all community projects and drives.

The members themselves must become more aware of our own organization and the pride in belonging to it. More spirit and enthusiasm must be injected into each council.

We are thankful that we can now count three more states,

Illinois, Wisconsin and Indiana into the roster of LULAC. Each member must help in expanding the League. Little by little we are expanding to places where LULAC is needed. Little by little we are getting more national recognition.

Perhaps some of our members are not satisfied with the issues of LULAC News. Your officers are doing their utmost to get the issues out on time, but due to obstacles that are encountered in the new publication setup, a delay has occurred; we have to be patient and help as much as we can towards a more interesting issue.

Another reason that is causing a delay in the delivery of our official organ to the homes of our members, is the apathy of some of our local secretaries who have not as yet complied with the Director of Publicity's request that they furnish his office with the correct names and addresses of each one of the members in their council. As a result of this, after the mailing of the September issue of the Lulac News, we had an average of 30 to 40 magazines returned to us daily with the post office notation "Not known at this address", or "no such address". This, besides disappointing the member who did not receive the magazine, is costing the National office, because the National office has to pay when the magazine is returned. So, **PLEASE! PLEASE!** furnish The Lulac News Office or the National Secretary with a complete and up-to-date roster of the local membership of every council.

It is up to you as members and as a council to send us a notice of your council activities and your many projects so that
(Continued on page 6)

LULAC NEWS

Published monthly for LULAC members and for those interested in reaching, joining, or bettering the LULAC organization.

EDITORIAL AND BUSINESS OFFICES:
711 Kress Building
Houston, Texas.

Editor: ERNEST EGUIA

Advisory board and advertising consultants:

ALL-STATE Advertising Agency

28th year of publication.

PRINTED BY TIMES PUBLISHING CO.
Houston, Texas

REPORT FROM



A District Meeting of District No. 8 was held at our Lulac Club House on September 6th. There were representatives from Baytown, Bryan, Galveston, Richmond, Pasadena and Houston.

Attending this meeting were the following National officers: the Honorable Felix Tijerina, our National President, Alfred J. Hernandez, National Secretary, Phil J. Montalbo, National Legal Advisor, Gilbert Gomez, National Treasurer, G. C. Martinez, National Chaplain, Ernest Eguia, Director of Publicity, Gabe Ramirez, Manager of Publicity, Joe R. Moreno, Governor of District No. 7 and Arnold Quintero, Governor of District No. 8.

The meeting was called for the purpose of distributing Passive membership applications to the various Councils, and to present and discuss the Passive membership program.

All of the National officers spoke and answered questions pertaining to the program.

After much discussion and explanations, everyone agreed that it was a sound program and that they all would go back to their respective Councils and start to work on it.

The meeting adjourned at 11:15 at which time we all went into our air-conditioned lounge for refreshments.

* * * * *

On September 8th, Houston Lulac Council No. 60 awarded Scholarships to the following:

Miss Mary Arredondo, who will attend Texas State College for Women at Denton, Texas.

Miss Mary Santos who will attend Sacred Heart, Dominican College in Houston, Texas.

Alexander Borrego, who will attend the University of Houston, Houston, Texas.

It was an honor to have had these young people receive their diplomas on our Lulac Program over K L V L.

Progress Report On Los Alamos Ladies' Lulac Council No. 232

Los Alamos Ladies LULAC Council No. 232 was chartered on October 10, 1953 under the National Administration of Albert Armendariz. Here again our Past National First-Vice President, Alfred Gonzales, with the assistance of members from Council "212", was instrumental in organizing the second LULAC council in Los Alamos.

Four Presidents have been honored to lead this very young and active Council, with Miss Helen Baca elected first president. She was succeeded by the capable and hard-working Mrs. Cleo Martinez, under whose successful administration the Council was reactivated and enlarged.

The third president was the efficient and diligent Mrs. Rosalia R. Trujillo. It was during her administration that the Council came into its own, when the membership was substantially increased; a scholarship fund established (and first awarded); as well as taking on the co-sponsoring of the Police Athletic League with Council "212". Mrs. Trujillo declined to run for reelection and was succeeded by industrious Mrs. Pita Montoya, under whose leadership the Council now functions and continues to increase in membership.

The majority of Council 232 members are wives of our "212" members, and it is because of this fact that our two LULAC Councils assist each other and work harmoniously on combined projects.

Many are the civic contributions, community services and social accomplishments upon which this Council can reflect with pride and deep satisfaction. This Council maintains year-round programs of various fund-raising projects to finance scholarships; to contribute to youth through the PAL and the Family YMCA; and to render financial aid as well as food and clothing to a number of welfare cases.



LITTLE LEAGUE WORLD SERIES CHAMPS

Front Row — Ted Garrett, Jimmie Valdez, Dave Sherrod, Randy Willis and Harold Hobson.

Center Row — Guy Bevil, Dick Storey, Albert Palomino, Mike Sandry.

Back Row — Dick St. John, Mgr., Billy Turley, Ferrell Dunham, Blaine Stribling, Tommy Jordan, David Smith and Pete Ellis, Coach.

NEWS FROM ROSWELL, NEW MEXICO

The Roswell Council proudly boasts of being instrumental in making National News when the Little League Baseball players won the World Championship.

Four of our Lulac Team players were chosen All Stars.

Outstanding Lulac Team players were Tommy Jordan, Ferrell Dunham, Jimmy Valdez, Albert Palomino, Teddy Garrett and Randy Willis. Much, if not all of the credit for having won the World Championship goes to the Coach Peter Ellis. Mr. Ellis, who hails from Milford, Massachusetts, and was active in Football, Basketball and Baseball, is assigned to the 509th Tactical Hospital, 509th Bombardment Wing, Walther Air Force Base, N. M. He traveled with the Lulac Champs all over New Mexico, later to Texas and then to the World Series in Williamsport, Pennsylvania. He has expressed desire to manage the Champs again next year.

His opinion is that Lulac as a whole should feel proud of having the World Champions bearing the Lulac name, and having been an exceptional example of the leaders of tomorrow.

Behind the glory and bright

lights that go with the winning of the World Championship crown, is Mrs. Julia T. Otero. The Little League Baseball Program is her pet project, and since it is becoming dangerously expensive to sponsor it, she has volunteered to be Chairman of a Fund Raising Campaign for the Program.

It is her belief, and that of her husband, that this type of entertainment and education for youngsters will keep them out of correction houses. It will mold better men and future leaders of our communities.

Roswell Council is to be recognized and saluted for taking part in these activities and should feel proud to have Julia Otero as a member.

PRESIDENT'S MESSAGE—

(Continued from page 5)

they might get due recognition in the LULAC News.

My sincerest congratulations to all of the new councils and members who have become LULACS. I only hope that the League proves to be a worthwhile means of helping those who so badly need our help. May I hear from each of the councils in the very near future. God Bless you.

Yours for a Greater LULAC
Felix Tijerina



"OUTSTANDING LULAC MAN OF THE YEAR" AND FAMILY: Joseph W. Trujillo with wife Roselia R., Joseph Jr., Patrick Anthony, John B. Gilbert, Viola Ann, and Victor Carlos. Mrs. Trujillo is a past President of our Ladies Council 232.

"Outstanding Lulac Man Of The Year"

Lulac Council No. "212" has this in part to say about the man who was voted the "Outstanding LULAC Man Of The Year" at our National Convention in El Paso last June . . .

We take deep pride in our most capable and energetic member, Brother Joseph W. Trujillo. While his contributions are many and impressive, following is a brief summary of his untiring efforts to promote LULAC, and thus work for the economical, educational and social betterment of our people.

Trujillo was one of the first, and certainly the most diligent organizer of "212"—having personally recruited well over half of the Charter Members. He continuously sponsors prospective members, and has been working untiringly for the best interests of the Council and the League ever since . . .

Trujillo was unanimously elected the Council's first Secretary, a position he held two consecutive terms. His exemplary work was recognized throughout LULAC (at the Denver Initiation during the Armendariz Administration), when he was acknowledged the "outstanding secretary in the League."

Trujillo was elected Regional Governor for New Mexico by acclamation at the State Convention in Carlsbad on April 25th, 1954—after only a short two years in LULAC. The accomplishments of his administration were extensive and of the first magnitude.

Trujillo was nominated for a second term as Regional Governor, but declined the honor due to "a deep desire to further develop the potential leadership in LULAC." At the National Convention in Galveston, he was presented with a National "KEY MAN" award; Wrist Watch from the New Mexico Councils; LULAC Diamond Pin from his Council; LULAC Cuff Links from the National President; and Armendariz presented him with his own LULAC Key Chain (in Roswell)—all these as tokens of appreciation for his outstanding leadership as Regional Governor.

Trujillo worked closely with his successor to promote the projects and expansion program of LULAC in New Mexico. When Brother Arcenio A. Gonzales undertook the successful State-wide Scholarship Fund Raising Campaign, Trujillo personally accounted for \$750.00 in this drive to lead by far all LULAC participants in New Mexico At the State Convention in Las Vegas, Brother Gonzales presented him with a pair of LULAC cuff

links in recognition and appreciation for his willing cooperation with the Regional Office . . .

Former National President, Frank M. Pinedo, under whose administration Trujillo served as Regional Governor, recognized him as one of the "outstanding Regional Governors that the League has ever been blessed with" Former National First Vice President, Joe Garza (brother of the League's First National President), has lauded Trujillo in similar glowing terms, as has Dr. George J. Garza (MR. LULAC), and many more of today's leaders in LULAC who have become acquainted with his accomplishments

Brother and Sister LULAC, we of Council 212 again take great pride in presenting the aforementioned facts concerning the "Outstanding LULAC Man of The Year, and certainly one of our most dynamic personalities and efficient leaders in LULAC today"

FOOTNOTE: Of special interest to his many friends throughout the League, Brother Joseph W. Trujillo was on September 14th, 1956, commissioned COLONEL, AIDE-DE-CAMP ON THE STAFF OF THE GOVERNOR OF NEW MEXICO—JOHN F. SIMMS, Governor of New Mexico . . . R. R. & G. E. M.

News From Los Alamos Ladies Council No. 232

This Council has been very active in promoting the work of Lulac in its community.

Several of the committees have made reports this month to the extent that we are enjoying a very fruitful year. Our Ways and Means Committee, Membership Committee, Hospital Committee, Education Committee and Telephone Committee are all doing good Lulac work.

The Council headed by our President Pita Montoya can boast of growing into a great Council. The Membership Committee, which is headed by Patsy Rojas and the Telephone Committee headed by Vera Garcia are doing a very good job of keeping our meetings well attended and our membership growing.

Our other Committees that have done outstanding work are the Publicity Committee, headed by Roselia Trujillo and the Committee that decorated the float for the County Fair Parade, headed by Cesy Duran. Incidentally, the Float won a Trophy for the "Best Theme".

Refreshments are served by two members at each meeting.



LOS ALAMOS COUNCILS 212 & 232 — IMMEDIATE PAST OFFICERS: Shown in their order of rank are: Ross Roybal, President; Gilbert E. Maes, New President; Manuel Medrano, Jose Valdez, Charlie Chacon, Lucas Velasquez, Neno Segura, and Elizardo Martinez. Roselia Trujillo, President; Morley Medrano, Jerry Chacon, Vera Garcia, Thelma Segura, Pita Montoya, new President; and Patsy Rojas. Between both Presidents, Joseph W. Trujillo.

Progress Report on the League's Council 212

Los Alamos LULAC Council 212 was chartered during the National Administration of John J. Herrera on September 10, 1952. It was organized through the efforts of Immediate Past National First Vice President, Alfred Gonzales; Samuel O. Sandoval, its first President; Joseph W. Trujillo, former Regional Governor; and Eugene E. Garcia, its second President, who held this Post two consecutive terms We were initiated (on October 5th) by our Santa Fe Men's and Ladies' Councils, and claim the distinction in New Mexico, and very likely the League, of organizing with the largest membership—fifty Charter-Members.

Since we were organized, "212" has been under the administration of four competent, diligent and enterprising Presidents: Samuel O. Sandoval, Eugene E. Garcia, Ross Roybal, and currently, the efficient leadership of Gilbert E. Maes In four short years many, and certainly impressive, are the accomplishments and contributions of the famous "212" towards the community's civic and social life. Thus, in this City of Atomic Energy, with its array of brilliant Scientists and its complement of Craftsmen—where almost everything conforms to a timetable or to a seemingly magical formula derived by the MANIAC computing machine, or the ideas of a Theoretical Physicist or Mathematician, the spanish-speaking element in Los Alamos has come into its own—thanks to LULAC.

For the record—highlights of the various and innumerable contributions are briefly summarized below:

- 1952 MARCH - OF - DIMES DRIVE: Largest single contributions by a Civic Organization in Los Alamos—\$300.00. We have been called on to sponsor this community's annual "March-Of-Dimes" Dance ever since
- Elected Brother Joseph W. Trujillo and Samuel O. Sandoval to the Town Council (1953), to mark the first time Spanish-speaking members ever elected to this Body. In 1955, after expiration term of above incumbents, elected Brother Eugene E. Garcia and Edwards Casados to the Town Council. "212" has a continuing program of recommending capable members to the various Community Service Boards

- First Civic Organization to join with the Police Department in sponsoring the Police Athletic League (junior baseball), which to date has received \$700.00 from "212" We manage and coach our LULAC teams, and have been fortunate in fielding Two City and One District Champions; placing second in Two District, and One State Invitational Tournament At the end of each season, the Council honors its ball team with a banquet at which time it presents each player with an appropriate token of recognition Thanks to the expert management of Brother Manuel F. Martinez and his Staff, we now have four Championship Trophies Because of our active and continued interest in youth, we also contribute annually to the "Little League" and likewise lend personal services to our local YMCA

- In 1953 our Council was cited by the Veterans of Foreign Wars for our "Outstanding Community Service." "212" was



COUNCIL 212 "FAMOUS BARBECUE KINGS": Left to right, Louis Marquez, Felix Archuleta, Jasper Cisneros, The "Chef"—Frank P. Duran, Mariano Lucero, Lucas Velasquez, Hector Hinojosa, and Joe Lopez.



"PAL" LULAC BASEBALL TEAM STAFF, AND CHAMPIONSHIP TROPHIES: Left to right: Bennie Maes, Phillip Salazar, Eugene Garcia, and the "Expert Manager" himself—Manuel Felix Martinez. It was under Garcia's administration that "212" first sponsored the Police Athletic League (PAL) LULAC team.

awarded a citation for first place Float in the 1954 "Fire Prevention Week Parade." In August of this year "212" won a First Place Trophy for the best "Western Theme" in the second annual County Fair Rodeo Parade. This float, incidentally, was a joint effort with our Los Alamos Ladies' Council; chairmanned by Sister Cesy Duran and Brother Luis Lucero

- In conjunction with the County Fair Board "212" takes charge of the Rodeo Barbecue. Incidentally, one of our brothers, Louis

G. Rojas, is a member of the County Fair Board This year we contributed \$50.00 towards a \$350.00 saddle which was presented to the best all-around Rodeo Cowboy While the entire membership works as a team towards the success of this annual undertaking, credit nevertheless must go to Brother Frank Duran, under whose expert "Chefmanship" we have gained community-wide recognition for our splendid "barbecue"

- "212" has chalked up 'another first' in Los Alamos (along with our Sister Council) by enrolling the entire membership in our local Family YMCA. In addition we were among the first civic groups here to endorse and help sponsor the Community Chest—here again with 100% enrollment.

- Our Council established an annual Scholarship Award (\$250.00) under the administration of Ross Roybal The current administration has in addition established an annual "Student Exchange Program" by granting

(Continued on page 9)

LOS ALAMOS—

(Continued from page 8)

\$100.00 this first year In keeping with our Aims and Purposes, we donate generously to membership and community welfare, this year our contributions amounted to over \$1,200.00; have likewise been instrumental in placing deserving individuals in permanent employment.

• "212" has independently sponsored two issues of LULAC NEWS through advertisement revenue, and participated with other councils in helping sponsor two other separate issues of our National News Organ During the Pinedo Administration, we were the only Council in the League to sponsor a Social Event to raise funds for the National Office Another "First" in the League, was during this same administration, when we established, and to this day adhere to, the suggested committees as drawn up in our LULAC COMMITTEE HANDBOOK At our recent National Convention, our Immediate Past National President, Oscar Laurel, commended the two Los Alamos Councils "... for being undoubtedly the most outstanding Men and Ladies' Councils in the entire League I say this sincerely and do so at the risk of being criticized that I am singling out two councils at the expense of the rest"

• Naturally, we all realize that none of the foregoing accomplishments could have materialized

were it not for the ability and willingness of the entire membership to shoulder the responsibility of carrying the League's "212" to such a high degree of Community participation and service We will continue to carry the banner of LULAC, its Aims and Purposes—foremost of which is to make every citizen of Latin extraction a better American to serve his Country, State and Community, ably and well—in war and peace

The Malignancy Of Prejudice

By Rev. James L. Navarro

Prejudice is like a cancerous growth that invades every part of the body and ultimately destroys it. Prejudice is not only malignant and fatal to the afflicted one, but it is highly contagious to all and everyone. For it is doubtful that any person could possibly be found that would be immune to the germ, to the virus, or to the radiation of prejudice. The only person ever to indicate immunity to the malignancy of prejudice was Christ. The teachings of Christ in the New Testament combat and seek to eradicate the evil of prejudice from the human heart and nature, and it can be said that only through the grace of God can this be done . . .

The definition of the word prejudice clearly indicates its content, connotation and implication. Derived from the Latin word



LOS ALAMOS COUNCIL 232: Shown at a recent meeting are sitting, left to right: Irma Maestas, Pita Ortega, Sgt.-At-Arms; Bernie Roybal, Treasurer; Frances Maes, Vice-President; Pita Montoya, President; Roselia Trujillo, Secretary; Emily Gomez, and Olga Martinez . . . Standing, left to right: Dolores Apodaca, Cesy Duran, Tommie Valverde, Mabel Salazar, Norma Hinojosa, Rebecca Trujillo, Pilar Ruiz, Lilly Silva, Rosina Walsh, and Julia Lopez.

"praejudicium", it literally means (prae-judicium) before-judgment. Prejudice implies a preconceived and unreasonable judgment, usually an unfavorable one marked by suspicion, fear, intolerance or hatred. The very nature of prejudice and its very universality makes it a useful tool in the hands of unscrupulous individuals who would exploit its potential for utilitarian and even mercenary reasons. Many of the ills and afflictions of mankind, in personal, group, national or racial relations, find their root in the malignancy of prejudice.

Prejudice is used as a tool for political power by the political demagogue, or to establish social classes and distinction by social snobs who must resort to such method to gain social security and prestige. Prejudice is used

as an economic weapon to enslave and impoverish some and to favor and enrich others. Prejudice can also become a tool of religion in which one religion seeks to control and dominate a given society, a given group, a given government, or a given country to the exclusion of all others. It sows the seed of prejudice to separate, to isolate and to fully dominate. Examples of this can be found in the Middle East and the Far East.

We must ever be on guard against prejudice in every form and fashion for it is a crutch used by the human ego. Every good LULAC must strive to be free of national, religious or social prejudice and thereby personify and embody the highest principles that constitute and identify this organization.

Felix Mexican Restaurants

★ Your Democratic State Candidates ★

RE-ELECT



J. D. HANNAH

for

State Auditor

A PROVEN ADMINISTRATOR

RE-ELECT



Natalie Smith Buck

for

Secretary of State

A PROVEN ADMINISTRATOR

RE-ELECT



JOSEPH B. GRANT

for

State Treasurer

SUCCESSFUL IN PRIVATE BUSINESS
AND PUBLIC SERVICE

- ELECT -

Murray E. Morgan

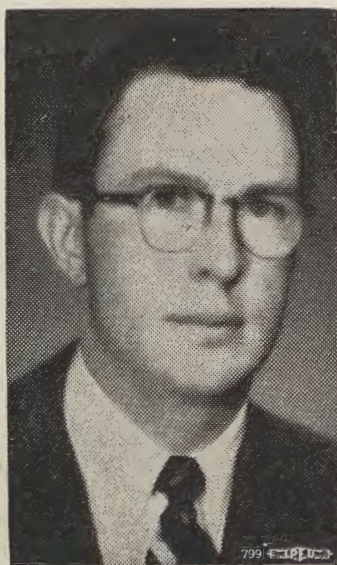


**State Land
Commissioner**

THE RIGHT MAN FOR THIS JOB

- ELECT -

WALTER R. KEGEL



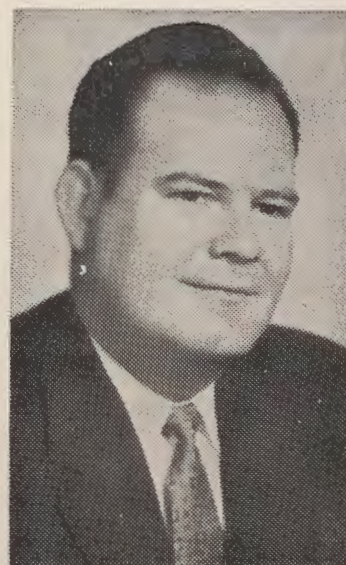
District Attorney

First Judicial District

ONE WHO CAN HANDLE THE JOB

- ELECT -

Fred M. Standley



**Attorney
General**

EXPERIENCED - ABLE
ENERGETIC - VETERAN

Our National Elections ---

By John J. Herrera

This November the national electorate will again flock to the Polls to elect a President of the United States and State and local officials. In order to get the voters out to exercise their franchise, politicians traditionally remind us that we will be electing our governing body from "the White House to the Court House".

The Latin American voter of the United States has come into his own. More than ever this year our vote will count and be appreciated. Although the League of United Latin American Citizens is not a political organization, our founding fathers in writing our Aims and Purposes, made our duties as citizens very clear when they wrote:

"We accept that it is not only the privilege but also the obligation of every member of this organization to uphold and defend the rights and duties vested in every American citizen by the letter and the spirit of the law of the land".

Again in our Lulac Code we find the following: "Learn how to discharge your duties before you learn how to assert your rights".

What is meant by these passages in our Lulac Constitution? The meaning is clear and has stood the test of time in more than 27 years of Lulac struggle for the social and political betterment of our people.

All of it simply means this: Join into the civic program for betterment in your community. This means more than anything else to Vote, whether by buying a Poll Tax or registering; no method of exercising your franchise to Vote should be too tedious for you regardless of how busy a person you might be. Our elections are accomplished year after year by millions of people who give freely of their time; Election Day becomes a mutual spontaneous upsurge of effort on the part of every American in all walks of life. Election Day is

a day of Pride for the American. More than ever on that day do we show the world that we are all created equal; for the common man's Vote counts as surely as that of the millionaire in his mansion.

Our repeated trips to the Polls have not been in vain. In our 27 years of Lulac the Latin American has grown in political stature. Now Mexico has taken the lead with a Latin American in the United States Senate and many more in the Legislature and other positions of great trust.

In Colorado and Arizona, Latins have been called by the Electorate to govern as well as to be governed. In all of the States of our Great Southwest where once trod the Spanish Conquistadores, the Spanish speaking people of these United States are slowly but surely coming into their civic own.

During recent months Texas Latin Americans have come to the fore politically in a great way. During the past two years over a score of Latin Americans have for the first time broken the political barrier in their respective communities; to name a few: Cameron County, District Judge H. A. Garcia; Hidalgo County, District Judge Fidencio Guerra; Willacy County, District Attorney, Miss Edna Cisneros; Bexar County, City Attorney, Hon. Carlos Cadena, and State Senator, Hon. Henry Gonzalez; Hon. Albert U. Trevino, Justice of the Peace, Bexar County; Hon. Albert Pena, Jr., County Commissioner, Bexar County; Hon. Oscar Laurel, our own immediate Past National President from Webb County is now in the State Legislature. Latin Americans will be certified this November to responsible public positions and we are sure that they will carry out their duty with great honor and prestige to our people. No longer can we say that our Votes are few and cannot count. They can count and are counting every day in the great accomplishments of our elected officials. From the White House to the Court House these officials will be elected this November by you,

the Voter. We the governed, will be called on to Vote and we cannot fail this great call which continues to be a cardinal principle of our great democracy.

We will march to the Polls with our fellow Americans regardless of our party affiliation and take part once more in the great American institution, ELECTION DAY!

NEWS FROM Placentia California

Alfred Castillo, Chairman for our Council Dance to be held in Fullerton, California on September 29th, announced that tickets will go on sale immediately. He said that he anticipates the American Legion Hall in Fullerton to be full on that night.

Dan Olivas, Junior Lulac Supervisor, reported that two delegates from the local Jr. Council attended the National Junior Lulac Convention in Austin, Texas. The two Juniors that attended were Rosie Munoz and Gloria Martinez.

Mr. Olivas also reported that Mr. Bennison, Sales Representative for the Statler Hotel in Los

Fabens Council Reporting

The Fabens Council, although small, keeps working hard to make a place for itself in the community.

Sparkplugs of the Council, Joe Gandara, Edward Flores, Lino Martinez, Bernie Gandara, Frank Rodriguez and Alex Villalobos have kept the Council rolling on.

The Scholarship Committee is always working hard and projects are being worked on to help build up our Scholarship Fund.

Our Baseball team is doing very well and with a bit of financial help from the Council it will see the rest of the season through in great shape.

We have adopted a "Buddy System" to help improve attendance at our meetings. Every member is given a "Buddy" and each is responsible for the other's attendance.

Angeles, had hosted his Convention Committee to a dinner and Dance in which Lillian Roth was the Special Attraction.



INSTALLATION OF OFFICERS AT CHICAGO, ILL.—

A Banquet and Ball was held with members of Lulac Council No. 288 and dignitaries attending. Hon. Felix Tijerina of Houston the National President of LULAC was one of the guest speakers. Standing left to right: Joe Diaz, Director of Publicity; Willie Garza, Guide; Fred Montejano, Secretary; David Cerda, President; C. Martinez, Vice President; Henry Acosta, Treasurer; Abraham Morones, Guard. Seated: left to right: Angel Machuca, Regional Governor of Indiana; Charles Toribio, Regional Governor of Illinois; Felix Tijerina, National President; Benjamin Navarro, Regional Governor of Wisconsin.

L. R. BURCIAGA

INSURANCE AGENCY

THE OHIO CASUALTY INSURANCE CO.

and

THE HOME LAND INSURANCE CO.

AUTO FIRE CASUALTY

P. O. Box 104
Los Alamos

"ASK FOR CHICO"

Phone: 2-5784
2639 45th St.

Hall's Shoe Store

NATIONALLY ADVERTISED
SHOES & HOSIERY
For The Entire Family

Dial 2-1041

Los Alamos

Metzger Stores

Two Locations To Serve You
Community Center Hardware Diamond Drive Texaco Service
Firestone Texaco Packard-Bell Products
We Give S&H Green Stamps

LOS ALAMOS DRUG CO.

"PRESCRIPTION SPECIALISTS
TO SERVE YOU"

Fast Free Delivery

Prescriptions2-2211
Community Center2-3735

Corbett Cleaning Co.

APPROVED
SANITONE SERVICE

Free Pickup & Delivery

Dial 2-5400

30 Day Charge Accounts

COMPLIMENTS
OF
Mesa
Food
Market
Inc.
North Community

Compliments
of
Deluxe
Barber
Shop
Central Avenue

Compliments
of
American
Legion
Post 90
Dial 2-4845

Hubbard's, Inc.

Formerly Hinkels
DEPARTMENT
STORE
We Give S&H Green Stamps
Central Avenue

Los Alamos Floral Shop

"FLOWERS
and
GIFTS"
Dial 2-6093
Central Avenue

Dexter's Inc.

FURNITURE
LAMPS, RUGS
& ACCESSORIES
RECORDS
RECORD PLAYERS
RCA-TV

Auto Sales & Service Inc.

USED CARS
EXPERT AUTO REPAIR
BODY & PAINT SERVICE
RADIATOR REPAIR
Tow and Road Service
Dial 2-4115

Creamland Dairies

Farm-Fresh Dairy Products
Dial 2-1041
Los Alamos

Serving Northwestern New Mexico



Los Alamos Lions Club

"WE SERVE"

Meet 1st & 3rd Thursdays
At The Lodge

NORMAN R. ROSEN'S
ABC LIQUORS

One of the Largest Stocks in the Southwest

DIAL 2-1000

1555 MYRTLE

LOS ALAMOS

State Farm Insurance

M. A. Melnick

☆ AUTO

☆ LIFE

☆ FIRE

DIAL 2-2738

1553 Myrtle

LOS ALAMOS SHOE STORE
and
SHOE REPAIR

SHOES

For The Whole

Family

"Home of the Fatman"

Draggon Drugs

PRESCRIPTIONS

DRUGS

SUNDRIES

COSMETICS

Complete Fountain Service

Dial 2-6189

Speer's Dept. Store
COMMUNITY CENTER

Shop at Speer's

And Save On

Nationally

Known

Merchandise

Compliments
of

BATRITE
FOOD
STORES,
INC.

1183 Diamond Drive

Compliments
of

Hill
Vending
Service,
Inc.

Automatic Merchandisers

Compliments
of

**Veterans of
Foreign Wars**

Post 8874

Dial 2-3485

Moore's Motors

NEW AND USED CARS

MOBIL GAS

U.S. ROYAL TIRES

Central at Trinity

Dial 2-4331

Los Alamos

Golf Association

PRO SHOP

DIAL 0178-R1

BAR & KITCHEN

DIAL 0178-R2

Todd Appliance

TELEVISION - RADIOS
APPLIANCES

New and Used

Repair Service — All Makes

Dial 2-5966 — 2-3237 — 2-5746

Los Alamos

QUALITY EGGS

Distributed
by

Grubbs and Sons

HILLTOP

GOLD NUGGETT

SILVER BANNER

Hubbard's, Inc.

Formerly Hinkels

SHOE SOLON

to

SERVE YOU

LOS ALAMOS

SANTA FE

ALBUQUERQUE

CLOVIS - ROSWELL

Goodman - Olson

MEN & CHILDREN'S WEAR

IT NEED NOT BE EXPENSIVE
TO BE WELL DRESSED

Los Alamos

ON NOVEMBER 6TH

★ *Re-Elect to a* **SECOND TERM!**

Democratic Governor

JOHN F. SIMMS

•

CONTINUE THE TYPE OF GOVERNMENT
NECESSARY
TO NEW MEXICO'S MARCH OF PROGRESS!



Pd. Pol. Adv.—Simms for Gov. Club

CONGRATULATIONS

To Our

LOS ALAMOS LULACS

From

★ YOUR LOS ALAMOS COUNTY AND STATE DEMOCRATIC CANDIDATES ★

FOR

STATE SENATOR

Harold Agnew

COUNTY COMMISSIONERS

Harl Byrd

James L. Teare

Homer T. Gittings

STATE REPRESENTATIVE

Mary Hill

ASSESSOR

James S. Coleman

CLERK

Helen Enders

TREASURER

John Crabtree

SURVEYOR

J. P. Wahlen

SHERIFF

T. A. Griffith

CONSTABLE

Edward F. Skibbe

James G. Stearns

JUSTICE OF THE PEACE

Ellis L. Stout — Ralph M. Clark



BREWED
WITH
PURE

CRYSTAL
CLEAR

*Artesian
Water*



Pearl Brewing Co., San Antonio



The reason for PEARL'S popularity is in
the brewing: X-tra Light, it's never fill-
ing; X-tra Mild, it's always satisfying;
X-tra Mellow, it always tastes just right.

PICK PEARL 6-PAK . . . BOTTLES OR CANS

LULAC NEWS
711 Kress Bldg.
Houston 2, Texas

Irene Fuentes
712 Mc Intosh
Houston Tex

BULK RATE
U. S. POSTAGE
PAID
HOUSTON, TEXAS
Permit No. 6837

Form 3547 Requested

We cover the GULF COAST area's LATIN AMERICAN market!

Dear Irene,

*I am just writing these few lines to
say that you are very*

Over

250,000

LATIN AMERICANS

hear your client's
commercial...and buy
his products!

FIRST in MUSIC

FIRST in NEWS

LOWEST cost per thousand



Felix H. Morales & Son
FELIX H. MORALES & SON

FUNERAL DIRECTORS

LADY IN ATTENDANCE



FUNERAL HOMES

- 2901 CANAL
- CApitol 2-1044

- HOUSTON, TEXAS
- FAirfax 3-0631

MAIN STUDIOS

1811 Pasadena Blvd. GR 2-1361
Pasadena, Texas

Latin American Studios and Offices

2903 Canal St. — CA 5-3208
CA 5-3209 — Houston 3, Texas

FELIX H. MORALES,
Gen. Man. and Owner