NOVEMBER-DECEMBER SPECIAL EDITION - 1956

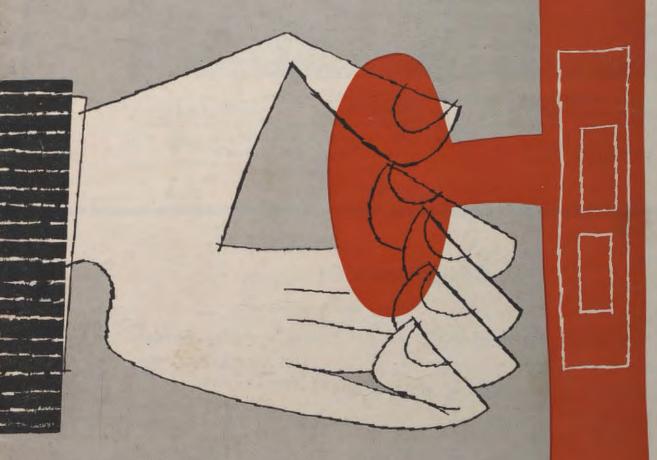
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OFFICIAL ORGAN OF THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS

# Merry CHRISTMAS and a very happy NEW YEAR

from the LADIES LULAC COUNCIL 187 ...



We present San Antonio Ladies Council No. 187. 1st row, left to right, Mrs. Fortunato De Los Santos, Mrs. Fred Garcia, Mrs. Dominia Bronacco, Miss Stella Martinez, Mrs. Mary G. Villa, Mrs. Vicente Gonzales, Mrs. John Marckley, Mrs. Gil-

bert Cruz, Mrs. Angela Tarin. Second row: Mrs. Frank Trejo, Mrs. Edward Pena, Mrs. Emma A. Broussard, Miss Dora Gonzales, Mrs. Pete Tijerina, Mrs. Martin Rodriguez, Miss Angela Cruz, Mrs. Sam Maldonado.

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# Lulacs Open New Playground

The League of United Latin American Citizens Council No. 8 opened a playground at Paisano drive and Cypress street Saturday.

This is the first of several playgrounds Lulacs plan to open in areas where there are no recreation facilities for children, Paul Andow, president of the Council, said.

Lulac District Governor E. B. Leon obtained permission from the owners of the lot, Mr. and Mrs. Manuel Rosales, to build the playground.

Mr. Leon said a basketball court, a softball diamond and gym equipment will be set up.

Lulacs J. P. Acosta, Raul Valdez, Ramon Aranda and Edmundo Granados will handle the financing.

The Lulac Recreation-Athletic Committee is headed by George Ramirez, Alex Aguayo and Ramon Barron.

# MEMO FROM THE TEXAS REGIONAL GOVERNOR

The new Lulac Council at the University of Texas presents a problem that merits the immediate consideration of all Lulac Councils in Texas. That Council was organized with a total of 61 charter members. Here we have future doctors, lawyers, pharmacists, engineers, scientists, etc., coming from all parts of the state of Texas and strange as it may sound the majority come from small localities where no Lulac councils exist. You must realize that all of these students are away from home and a tremendous expense to their families and hence the majority of our new sister and brother Lulacs at the University usually find themselves budgeted to extremes. Unless we take some action whereby we will waive the payment of dues by the members of the University Council, I am afraid that even though they have the best interest at heart, said council will eventually become inactive.



LULACS from left: Paul Andow, J. P. Acosta, Raul Valdez, Ramon Aranda and Edmundo Granados.

The idea of organizing Lulac Councils at all colleges and Universities is of tremendous importance and I will quote Bro. Joe Moreno "I want to emphasize the tremendous wealth and power and leadership that university students can bring into the League. The League must recognize. organize, and train the best available potential leaders at our disposal."

Please think about this seriously and let me hear your comments as we will attempt to present a resolution on the subject at the regional convention.

Full credit for organizing this university group and particularly originating the idea goes to Bro. Joe Moreno, District Governor, District 7. It is Bro. Moreno's dream to see Lulac Councils in all colleges and universities wherever LULAC exists.

Another problem that merits serious consideration is the needed ed emphasis on reorganizing dormant councils. I am certain that you will agree that asking people to put out money, even though it is for a good cause, is becoming increasingly difficult. In August, 1956, the Corpus Christi Ladies' Lulac Council was reactivated with all the same members and officers being the ones that had originally been chartered. Under our constitutional set-

up the National Office had no alternative, but to compel the ladies to once again pay a charter fee and initiation fee. Because of the fact that these ladies' countil was short of funds, it is my understanding that they paid the initiation fee and charter fee under protest hoping that this matter would be remedied at the proper time. It is therefore my recommendation that means and ways be found, either by constitutional amendment or resolution, providing that the payment of initiation fees and charter fees be waived for all those councils being re-activated. I feel that this would be good inducement for all other dormant councils.

This office has been dedicating most of its time to the preparation of evidence for a school segregation case which I believe will ultimately go to court. Since this problem involves the interviewing of many people the case will not be referred to the national legal adviser until the regional convention when it is hoped that all of the facts will be completed and the national officers will be able to properly evaluate same.

The regional convention is being planned for the week of February 25, 26 and 27 in Lubbock, Texas. I will attend a meeting with the LULACS in Lubbock so

that final plans and an agenda can be drafted. I have appointed Bro. Joe Moreno from Austin to be chairman of the resolutions committee and I will plead with you that if you have any gripes, any suggestions, or any resolutions, please contact Bro. Joe Moreno, 401 E. 35th Street, Austin, Texas, as I will call the resolutions committee to meet in Lubbock beginning on the first day of the convention.

On behalf of my family and yours truly, please receive a very warm Abrazo and a very Merry Christmas and a Happy New Year.

Respectfully yours,
Pete Tijerina
Texas Regional Gov.



LYNN AUDREY TIJERINA Newest addition to the Pete Tijerina household.

# LULAC NEWS

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

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# Indiana Enters Lulac

We welcome three new councils which on December 8th were installed in Gary, Indiana. The three councils are Indiana Harbor Lulac Council No. 290, Indiana Harbor Lulac Council No. 294, and Gary Lulac Council No. 295.

Present at the installation which took place at the Hotel Gary in Gary, Indiana were Immediate Past National President, Oscar Laurel and the National Secretary Alfred J. Hernandez. Our National President, Felix Tijerina, was scheduled to be present also but due to Mrs. Tijerina's sudden illness he was unable to attend.

Mr. Oscar Laurel was Master of Ceremonies at the Banquet preceding the installation and a gala dance.

Honored guests present for the magnificent affair were Mr. Ray Madden, Mayor of Indiana Harbor; Mr. Walter M. Jeorse, Mayor of Gary; Mr. Ernesto Laveaga, Mexican Consul; Mr. Pete Mandich, representative from Union Benefica Mexicana; and members of the radio and the press.

The installation of these three LULAC councils is another step forward in the program of our National President to expand. Four states in this part of the country have joined LULAC in the past three months. They are Wisconsin, Illinois, Indiana, and just lately, Iowa.

We take this means and opportunity to say "Welcome to our LEAGUE" to all of the new councils, and this includes our new council at the University of Texas which was installed December 9th in Austin, Texas by our Texas Regional Governor, Pete Tijerina.

It is of great satisfaction and pleasure to all LULACS in the League to have our new LULAC brothers and sisters with us. We will be looking forward to meeting them personally at our National Convention next June.

# Lulac Council Is Established In Iowa

By Ernest Quiroga, Jr.

December the second, shall always be a day of special significance to the Illinois LULAC's and in particular the Regional Governor, Mr. Charles Toribio. His special project "OPERATION NEW HORI-ZONS" now under way unabated, reached out to Fort Madison, Iowa, and helped our new LU-LAC brethren there get a pioneer start. Of special significance to LULAC's everywhere is the fact that the embryonic Council at Fort Madison marks the introduction of the League of United Latin American Citizens into the State of Iowa.

After several weeks of correspondence, evaluation and contact with the Rev. Fr. Adrian Kempker, Spiritual director of the Latin Americans in that community, a special task force of the Illinois LULAC arrived there last Sunday noon to meet with Iowans to explain and discuss the aims and goals and purposes of the National organization.

Under the direction of District Governor, Val Hernandez and his able staff: Bob Alaniz, organizing chairman, Ernesto Quiroga, Jr., publicity director and Manuel Munoz; official LULAC photographer, and the Rev. Fr. Adrian, the conference got under way.

After several hours of dcliberations and questioning the Iowa group that included Mr. Felix

Sanchez, Mr. Jessie Guzman, the Bolanos brothers, Larry and Chuck, Miss Susana Pavon, Mrs. Esperanza Reyes, and Francis Martinez; declared themselves ready to assume the responsibilities of the LULAC code, creed and discipline that shall prevail in their future work within the community.

Fort Madison Iowa is approximately 265 miles due west and south of Chicago. It has a Latin population of 1,700 established residents who own their own homes, plus some 400 others scattered in the rural areas nearby. The main industries that offer our people a living are, the Santa Fe Railway, the Shaeffer Pcn Co., the Iowa State Penitentiary Guard Commission and the nearby Government Ordnance Plant.

Two outstanding Latin American citizens of the Fort Madison community are Miss Susana Pavon who conducts a half hour Mexican radio program daily and the Rev. Adrian Kempker, Parish Priest assigned to Sacred Heart Church. The remarkable achievement of these two good people in behalf of their people is truly an inspiring revelation.

Under severe handicaps of au environmental and economic nature, the good priest has put up a Quonset type hut auditorium and annex where he offers his parishioners their only recreational and social outlet. Typical of his Iowan pioneering forefathers, "Padre Adrian" can be found on any given day with his sleeves rolled up and a shovel in his hands exhorting his men-

folk to constant efforts of building and construction of those men of our faith who dedicate their life to our people and lead them out of the darkness of inferiority and inactivity to an environment and life of Hope and faith and love for our country.

Miss Pavon is a product of Iowa integrity and civic endeavor. Her labor in behalf of her people and her community are well known to be energetic, incessant and direct. Although fraught with the usual criticism directed to members of the feminine gender, she nevertheless carries on crusading for the dignity and welfare of the community.

No small wonder then, that Mr. Charles Toribio has chosen this Iowa group to be espoused by the Illinois LULAC into the fold and as of the moment his orders to the staff read: "Give them what they need and want, assure them of our cooperation and coordination: they deserve to be LULAC's.

And so, welcome brother LU-LAC's in Fort Madison Iowa! What can we do for you?

Following a directive from the National President of LULAC Mr. Charles Toribio has appointed Val Hernandez, governor of District No. 1 of Illinois.

His new duties comprise the coordination of the Chicago area activities and the Regional Governor.

An important meeting of the Chicago Council No. 288 of LU-LAC will be held Sunday afternoon of the 9th at 1 p.m.



Installation of the Indiana, Wisconsin, and Illinois LULAC's. Left to right: Oscar Laurel, Immediate Past National President; Honorable Harold Ranville; Honorable Felix Tijerina, National President; Alfred J. Hernandez; Honor-

able George B. McKibben; Honorable Charles Toribio, Regular Governor for Illinois; Honorable Sheriff Lohman; David Cerda, President Council No. 288 Illinois; Henry Acosta, Treasurer, Council No. 288 Illinois.

# **History Maker**

Jose Ruben Moreno, District Governor of LULAC District No. 7. has created somewhat of a sensational and historic event in LULAC. Being instrumental in his capacity as District Governor of District No. 7, he has organized the first LULAC council in a University. The council at the University of Texas was installed Sunday, December 9th at the Commodore Perry Hotel in Austin, Texas by our Regional Governor, Pete Tijerina. Sixty-one charter members are in this council, and Mr. Moreno predicts it will have 100 members before the year is out.

This council is of particular importance because the students come from all parts of the State of Texas; they are the leaders of tomorrow, and if LULAC is indoctrinated in them, they will continue to carry the banner of LULAC when the present leaders are forced to cease to operate.

Jose Ruben Moreno was first appointed to the staff of the University of Texas in 1948. Receiving his B. S. Degree in Pharmacy, he continued his graduate work towards the M. S. Degree completing his work in 1953.

Mr. Moreno assumed the duties of Stores Supervisor in addition to his teaching duties in 1953. Expanded facilities in the new building have greatly increased demands for the services of the storeroom and requires the services of a pharmacy graduate to facilitate the orders for materials and special equipment. Under his supervision, the activities of the storeroom have been reorganized to provide speedier and more complete servicing of the undergraduate and graduate laboratories.

Meanwhile, Mr. Moreno has continued his teaching duties in pharmaceutical mathematics and the pharmacy preparations laboratories.

His research activities have



HISTORY IN THE MAKING as Joe R. Moreno (extreme right), governor of district 7, presents the charter to Mario Obledo (third from left), president of the University of Texas Council, the first council on a college level. Left to right are Elida Forez, treasurer, and Leo Cardenas, reporter of the council.

centered around the analysis of cinchona bark for its alkaloid content. His interest in mathematics and physics have resulted in his collaboration with W. I. Guess, Assistant Professor of Pharmacy, in the development of a graduate course in instrumental analysis. He is at present continuing his work towards the Ph. D. Degrees at the University of Texas.

"It is of extreme importance that more councils be installed in other universities because of the great potential therein of the leaders we so desperately need."

This is what the District Governor says. In his opinion, the step of getting from the Junior LULACS and into the Senior councils is much too great for our youth. The solution in his opinion is to weld a bridge between the two so that it will be easier for our Junior LULACS to come right into the Senior councils; and of course, it will embrace the ones that did not have the opportunity to become Junior LULACS.

Mr. Moreno, a proven leader in LULAC, has become a history maker in LULAC. Let us try to follow his good work and invite more universities into LULAC.

### WANT TO BE WANTED

'Ol Man Wind was blowing. He was blowing hard and strong this gay Saturday in the dusty West Texas growing metropolis. Amid the joyous crowd of happy faces, a small dusky lad toddled along, window-shopping for something-but it seems-he wasn't sure what. Clad in new blue jeans and a checkered brown shirt that matched his limelighted socks over his sparkling cordovan-stained shoes, the boy went past toys, stoves, bicycles, popcorn, ladies underwear, footballs, malts, and cameras. But he wasn't really looking, not really wishing for the glimmering commodities on the other side of the glass. His dark eyes searched for a want to be wanted. He was alone and his carefree valor was not beside

Finally, he stopped in front of a half decent-looking restaurant. He took a deep swallow as if entering required all the courage in the world and quietly walked to the counter to order.

But he didn't get a chance to reach his destination. He was

met by a grim-faced waiter that politely said, "We don't serve Mexicans in this place." At that instance, the boy raised his head to face the waiter. And all the humble innocence of the lad's youthfulness turned into a fury of deep abhorrence. He wanted to utter his explosive emotions. He didn't.

He turned around and stepped noiselessly out.

As he walked he saw his darkskinned figure follow him across the wall-to-wall mirror of the cafe. His immature mind turned into a turmoil of unanswered questions:

But I'm not a Mexican. I'm an American. I was born in the United States. I'm clean. I can speak English. It's not my fault I'm a little darker than they are. Why? Why me? What have I done?

Outside, he looked at the whole universe that was staring at him. He felt like he was the only one wearing a winter tux at a summer formal party. And he drifted into the crowds wondering if he belonged to this United States of ours . . . .

Will he find his place? Can someone answer his questions?

Yes, there is a place for him. It's America. Yes, there are answers to his problems. It's the League of United Latin-American Citizens.

On December 9th, our organization extended into the college level when the University of Texas council received its charter. As a result, we now have established ourselves in the core of fields having similar groups in junior and senior councils.

Education is our best weapon to help every lost lad find his way back. In our colleges and universities lie the seeds that will bear the fruits of better American citizens.

The ground has been broken. It is the duty of every council where there is a college or university to help establish a council there. Herein lies the barrier—to go ahead at a buggy stride or to speed up at a jet pace.

# Merry Christmas ... Happy New Year!

from
Ladies
Lulac
Council
No. 282



LADIES' LULAC COUNCIL NO. 282

Front Row, left to right: Mesdames M. Martinez, Social Chairman; C. Benavidez, Vice President; M. Saens, Telephone Chairman.

Back Row, left to right: Mesdames A. Jamison, Sergeantat-arms; Joe Duran, Treasurer; Joe Ortiz, President; Joe Valero, Secretary; T. Tafolla, Chaplain.

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# From the National Cordinator of the Passive Membership Drive

Tony Campos

The role of the League of United Latin American Citizens in the next few years is in two major parts: Expansion and Education. Before we can proceed with the above two major parts we must obtain Financial Security.

Financial Security is the responsibility of the League as a whole. The strength of our organization depends in many ways on our financial status and on our capacity to utilize the American of Spanish descent efficiently and effectively. America is wealthy in all kinds of resources and in terms of a tremendous industrial capacity, but America is not wealthy in terms of leaders of Spanish descent.

It is also true that you only build a sense of responsibility among people as you give them responsibility and if they know that we are financially able to exist.

When Mr. Felix Tijerina took over the office of the National President, he was determined to do everything in his power to eliminate the waste of man power among the people of Spanish descent and to make the League a shining example in the field of education and unity. The League's support of the Passive Membership Drive has been definite and unequivocal. It has been going ahead steadily and uninterruptedly. It is still a long way from being perfect, but I can assure you that only through close cooperation will we be able to succeed. In the very near future I will be in your area to help plan a way to get this movement working. It will require extra work from every member but it will be worth while.

Let's all be full time LULACS and enjoy the fruits from the seeds we now sow.

### Past Lulac National President Succumbs



Antonio M. Fernandez, 54, Congressman from Santa Fe, New Mexico died on November 7, 1956. Only a few hours after he had been re-elected to the U. S. House of Representatives.

Born in Springer, New Mexico on January 17, 1902, Congressman Fernandez served in this capacity 14 years.

He got his first education in a one-room County School and went on to distinguish himself as a student at New Mexico Normal University in Las Vegas. In 1931 he obtained his law degree from Cumberland University Law School in Tennessee. He was admitted to the New Mexico bar the same year. He served in the Legislature from Colfax County in 1935. In 1935 and 1936 he was Chief Tax Attorney for the State Tax Commission, and from 1936 to 1941 he was an Assistant Attorney General. It was in 1940-1941 that he served as LULAC National President. Under his leadership, this Administration was outstanding in every respect. He served as a member of the Public Service Commission in 1941 and 1942.

During his term in the Legislature, Congressman Fernandez introduced the first Rural Electrification Authority Act which was passed.

He customarily remained aloof from intra-party disputes and rarely returned to New Mexico so long as Congress was in session even when his re-nomination was at stake.

He had been considered a Congressman who voted for what he considered the best interests of his constituents and crossed party lines from time to time.

The State of New Mexico has lost a great and outstanding Public Servant. The nation as a whole will feel his absence.

The National President and all LULACS from all over the land hereby express sympathy and great sorrow to the family of Brother LULAC, Representative Antonio M. Fernandez.

In his first election to Congress, he won against Bob Valdez. He had been re-elected every time since then.

# BEAUMONT LADIES



Ladies LULAC No. 228 of Beaumont, Texas with their Fund Raising Stand. The LULAC Booth was at the South East Texas State Fair in Beaumont, Texas. Ladies LULAC Council No. 228 has been very active in all community projects.

### SOUND OFF!

I trust that the organization will be democratic enough to allow me to "Sound Off." First of all let me say that I am not gifted as a writer, nor am I socially inclined to the extent that I can compete mentally with some of our better educated members; however, I have faithfully sat through many a meeting and listened to some very good speeches that to me sound like a prefabricated dream of those who made them.

We have been talking of our many accomplishments, what we intend to do for charity, community, and youth. We seem to be grasping for all that comes in big dreams and impossibilities. Our membership has not progressed in new members—and all of us guilty of being more interested in the next social gathering rather than the projects we so faithfully dedicate ourselves to.

I think it's time we all took a good look at ourselves. When we speak of community work, PTA, and youth-have you or I bothered to devote an evening with our children, to visit their teachers and make them feel that their education is as important to us as the task is to them? Has anyone suggested a family picnic so that our children can see that they are a part of the wonderful work we are leaving them for when we attend our business meetings, or is it better to leave them at home because they are so much trouble and we can't enjoy ourselves with them around?

With the circulation of "LU-LAC NEWS" I feel we few, that sit back and just listen, can now express ourselves openly because we lack the ability to speak before an audience. I think too, that the time has come when we should all get together and start with the small things that LULAC can do. We have the backing of a National Club capable of doing great things. Let's not let it down. "Charity begins at Home".

By Susan Guerrero Mesa Council #251

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Merry Christmas and a Very Happy New Year From Council #254 Floresville, Texas

# LULAC Goings On In The Southwest



Father Patrick O'Brine and Dist. Gov A. G. Ramirez of the Lubbock LULACS accept the Chairmanship of the Passive Mem-Bership Drive in the Panhandle Area. Also in the picture is Tony Campos, National Coordinator of the Passive Membership Drive, while on a visit to the Lubbock District.



Baytown LULACS selling Menudo and Tamales at a recent Fund Raising Campaign for their Scholarship Fund. Left to right: Joe Angel Contreras, Daniel Sandoval, Andrew Contreras, and Mike Munoz. The Baytown Council No. 227 recently moved into their new LULAC home and are now remodeling their new home.



Ernest Garcia of the Waco Council, Tony Campos of the Baytown Council and National Coordinator of the Membership drive, and Pete Mejia of the Waco Council. Mr. Garcia and Mr. Mejia accepted the Chairmanship of the passive Membership Drive in the Waco Area. Campos visited the Waco Area while attending the Baylor Homecoming.

# UNIVERSITY LULAC COUNCIL ESTABLISHED

The Lulac organization crossed the threshhold to a brighter future on December 9th when the University of Texas Chapter, the first Lulac council on a college level, was granted a charter in Austin.

Pete Tijerina, regional governor of San Antonio, presented
the charter to Mario Obledo,
president of the University council and installed the council officers which include Manuel
Garza of Austin, vice-president;
Dora Perez of Austin, secretary;
Elida Flores of Houston, treasurer; Leo Cardenas of Del Rio,
reporter; Mary Frances Lopes of
San Antonio, historian; Evangline Herrera of Austin, sergeantat-arms; Joe Castilla of Seguin,
chaplain.

Joe R. Moreno, regional governor of District 7, is the faculty sponsor of the group. Moreno with the aid of Austin junior Lulacers sparked the drive that created the college council.

Addressing the history-making group at the banquet, Roy Barrera, assistant district attorney in San Antonio, delivered a tactful message on "The Education Among Latin-Americans: The Key to Success in Citizenship."



Junior LULAC National Convention, Commodore Perry Hotel, Austin, Tex.—Left to right: Rudy E. Rodriguez, Natl. Chaplain; Rosalinda Randez, Natl. Parliamentarian; Lucy Lopez, Natl. Vice President; Tommy Sandoval, Natl. President; Argie de Hoyos, Natl. Secretary; Mary Helen deLeon, Natl. Publicity Director; Irma Salinas, Natl. Historian; Richard A. Moya, Natl. Director of Youth Activities.



Waco LULAC Council No. 273 officers are left to right: Pete Mejia, Co-Chairman Passive Membership Drive; Chester Rangel, member; J. Rodriguez, member; Ernest Garcia, Passive Membership Co-Chairman; Joe Martinez, Captain.

"You are the pioneer who will plant the seed that will bear fruit in future years," Barrera told the University students. "Do not let this seed fall on barren soil."

In the moving speech which had the audience on the verge of tears as he recreated scenes from the movie, "Giant," Barrera urged the newly-formed council "to water the seed daily" and to treasure it as if it were their own lives.

Dr. George I. Sanchez, past national president, attended the ceremony as a guest. He reminded the students, in an informal talk, that Lulac was not a social club and that when it ceased to act it would die. Tagged as "the Lulac occasion of the year" by national president, Felix Tijerina, the event was held in the Commodore Perry Hotel. Some eighty Lulackers and guests attended, including delegations from Waco, Harlingen, San Antonio, and Houston.

National officers present for the historical event included Richard Moya, Director of Youth Activities; Campos, Natl. Coordinator of Passive Membership Drive; and Ernest Eguia, Director of Publicity.

A dance sponsored by Council No. 85 of Austin rang down the curtain to the festivities.

### Welcome to Alief Council

Temporary officers were elected: Mr. Jesus Vela, President; Mrs. Deamantina G. Vela, Secretary; Mr. Pilar Rodriguez, Treasurer.

Members: Mr. Meliton Garcia, Melquiadez Martinez, Miss Belen Vela, Mrs. Jesusita Rodriguez, Mr. Graciano Martinez, Mrs. Jacinta Martinez.

Mr. Tony Campos, National Coordinator and Public Relations, installed the council. Members of Houston Council No. 60 attending the installation were Mr. Felix Salazar, President of Council No. 60, Paul Gutierrez, Treasurer, Mr. Rafael Moreno, Chairman, Radio Publicity Committee, Mr. Robert Trevino, and David Adame.

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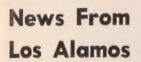
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Jesus J. Molinar, Lulac Regional Governor for New Mexico, was in Los Alamos on Monday, November 5th, on his itinerary to visit with the ten Northern councils comprising districts one and five.... Aside from Los Alamos, Mr. Molinar visited with the Espanola, Santa Fe, Taos, and Las Vegas Councils between November 1st and 6th. Molinar, a resident of Roswell, and his party were overnite guests of the Hill Lulacs.

Joseph W. Trujillo, Publicity Chairman, also reveals that Lulac Council 212 is the recipient of the VFW John Gamble Post No. 8874 award for "Outstanding Community Service, Support and Achievements". The Council was previously so honored (in 1953) by this same VFW Post. Mr. Robert Bal, in behalf of the VFW Post 8874, made the presentation to Gilbert E. Maes, Council President, who acknowledged said award with "Deep Sincerity and Appreciation".

Carlos T. Maes, Chairman, Ways & Means Committee has announced that the Council will sponsor a basketball game between St. Michael's College and Eastern New Mexico University of Portales. The game is scheduled for Tuesday, January 5th, 1957, at the Los Alamos High School Gym. Further details will be publicized at a later date.

# Lulac Pep Talk . . Wake Up Lulacs

The word unite is defined by Daniel Webster in nine simple words. "To combine or put together as to make one." Regardless of how simple these words seem, but to adhere different persons into an organization, then keep them United is by far a larger task than Webster had in mind when the word united was defined into our American language. But as I have been able to witness the progress the Mesa Council has made from its birth, I can't help but wonder if the words work and leadership should not be accepted as part of the definition of the word "Unite."

You have made it your Council and I am sure that you will never be sorry for it. In my expansion work in Arizona, I always refer to the Mesa Council as the height of Don't give up the ship. Mesa I always say started from a ten member Council and a \$9.00 deficit to one of the leading Civic Organizations in Mesa. What you have done might be little but will always be cherished and remembered.

Congratulations to each and every one of you. May this year be the one to get Arizona to much greater heights in LULAC.

REGIONAL GOVERNOR

Johnny Gallegos



THE SOUTH ALL-STARS — This team is managed by Bob Wilkinson of Freeport, Texas.

# Merry Christmas to a Good Neighbor

(The following was submitted by R. E. (Bob) Smith, who has long been a leader in Texas good neighbor movements in promoting better relations between the United States and Latin-America.—The Editor.)

Tis the night before Christmas and all through the casa Not a creature is stirring; Caramba! Que pasa? The stockings are hanging con mucho cuidado In hopes that Saint Nicolas will feel obligado To leave a few cosas aqui and alli For chico y chica (y something for me), Los ninos are snuggled all safe in their camas (Some in vestidos and some in pajamas) Their little cabezas all full of good things They're all esperando que Santa will bring. Santa esta at the corner saloon, Muy borracho since mid-afternoon, Mama is sitting beside la ventana Shining her rolling pin para manana When Santa returns to his home zigzaqueando Lit up like the Star Spangled Banner, cantando, And Mama will send him to bed con a right. Merry Christmas a todos, y a todos good night.



Front row, left to right—Bat Boys: James Lawhon and Daught Behr.

2nd row, left to right—Freddie Poth, Riley Muniz, Salvador Toscano, Rudy Martinez, Mike Munoz, Joe Guerra, Dean Koenig, Emilio Quintanilla.

Back row, left to right—Rudy Ramirez (Manager), Stanford Talley, Billy Milliken, Raymond Ramirez, Burkey Burris, Edward Bloum, David Behr, Lynn Donaho, Rudy Garza (Manager).

Felix Mexican Restaurants

# RIO GRANDE Tortillas

HOUSTON, TEXAS

# FELIX TIJERINA SPEAKS .

# The National President's Message

# November's Message

On November 9, 1955, I had the pleasure of attending the 50th Anniversary Boy's Clubs of America in Laredo, Texas. As a member of the Board of Directors of the Houston Boy's Club, I have been very close to the problems encountered by our youth. We of the Houston Boy's Club are powerful factors in providing greater opportunities for youth, and we try to spearhead the fight against juvenile delinquency in our community.

In LULAC, we are trying to spread the work of our organization to places where LULAC never has existed. We are trying to build our membership and and at the same time our finances. Everybody knows that it is not easy to maintain a National Office unless we have the adequate personnel and that requires money. At the present time, we are limited in the amount of money that we can spend and; consequently, that limits the amount of literature and other forms of correspondence that we distribute to our membership.

Ever since I can remember, we in LULAC have elected efficient and capable officers—officers that have contributed of their time and money for the betterment of our League. Needless to say, they are restricted as to the amount of time to spend on LULAC work due to the fact that their livelyhood had to come before LULAC work. We are not millionaires and; consequently, we cannot donate all of our time to our organization.

I have received many inquiries as to how we are going to manage the National Office now that the League is spreading to other states in the Union. Many of our members want to know how we are going to give the incoming members the required protection, counsel, and guidance of the League if we are barely

able to give it to our present numbership. As your National President, I will be frank with you. The League will not be able to give as much as we would like to; but with the finances that we can muster, we will do our best to provide with as much as we can.

Now that we are discussing this problem that really mcrits a lengthy discussion and debate, I would like to state that the Passive Membership Plan which the League is now undertaking will be the answer to the above mentioned problem. I venture to say that in the states where the League exists, we can muster at least 40,000 Passive Members. Here in Texas alone I guarantee that if we only push the Plan a little we are bound to find at least 20,000 Passive Members by the end of this Administration. On October 17, 1956, I had the pleasure of attending the meeting of the Good Neighbor Commission which was held in San Antonio, Texas. The Good Neighbor Commission has always been active in problems that are beneficial to the Spanish Speakin-People. I admire the untiring job that the Commission has always done and will continue to do in the future. During the meeting, I had the opportunity to address the Commission and due to the fact that we are making gains in the Passive Membership Drive, I mentioned the Plan to the Assembly. The Good Neighbor Commission wholeheartedly pledged to help LULAC in anyway possible so that our goal and dream might become a reality. I am surc that success is just around the corner and our dream is visible

As I announced to you, I have appointed Mr. Tony Campos, a hard working LULAC, to coordinate the Passive Membership Drive. I am confident that with your cooperation and your untiring efforts towards a greater LULAC, we will be able to suc-



cced with this Drive. I would like for the Regional and District Governors to contact Mr. Campos so that material and other information might be sent to each Council. To all secretaries of each individual council, I would like for them to submit to this office a roster of each council. My office has been using the National Roster, and we find that it is not up-to-date; consequently, approximately 350 LU-LAC NEWS have been returned to this office due to improper addresses, no forwarding address on the part of the member, and also due to members already inactive.

# December's Message

The years to come bring many challenges to our League, and we must be prepared to meet them. Obstacles will continue to confront us, but let me assure you that with God's help we will be able to have another prosperous year.

At this time I would like to thank the National Officers who have helped me in making the first six months of my Administration successful and beneficial to LULAC. Secondly, I extend good wishes and success to our LULAC sisters and brothers in Indiana, Iowa, Illinois, and Wisconsin for with their help have we been able to spread the knowledge of the stature of Latin Americans in economic, social, and political picture of the United States.

I am deeply thankful to the councils who have contributed of their time and money making LULAC stronger and more unified. Characteristic of Americans which makes them take pride in their predecessors who have contributed to the strength of the League. But while we all take pride in our organization and while we all retain some vestiges of things to be done to improve our League, our greatest strength is in the identification of ourselves as LULACS, united in this great country of ours toward the common goals of maintaining our stature as an active organization and directing our efforts toward the building of a stronger

The Passive Membership Drive has been progressing steady but surely. This project will be the answer to many of our problems and will pave the way for our educational and expansion program. There are many people who due to many reasons are unable to become active members; nevertheless, they are readv to extend a helping hand to LU-LAC. They are ready to become a part of our organization through the Passive Membership plan. We are obligated under our Constitution to promote the education of our people in accordance with the best American principle and standards.

In closing, I would like to see all the dormant councils in the League come back into our fold and contribute to the welfare of LULAC. To all of the League, I wish a Very Merry Christmas and a Prosperous New Year. God Bless You.

Felix Tijerina National President

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# Glimpses Of The Houston Ladies Council

LULAC COUNCIL NO. 22 GOES INTERNATIONAL! On September 6th through 13th, 1956, this Council participated in the third annual Houston International Trade Fair which was held at Houston's Shamrock-Hilton Hall of Exhibits. The Fair, which is the only annual show of its kind in the Southwest and which serves to emphasize the importance of foreign trade through Houston, was attended by a record crowd of 18,000. The crowd viewed and enjoyed 105 colorful booths displaying products imported from all over the world through the Port of Houston and Houston International Airport. Depicting products from Mexico were members of this Council who were garbed in exquisite silver jewelry and colorful hand-painted dresses, skirts and blouses embroidered in sequins.

VARIETY MUSICAL SHOW AT V.A. HOSPITAL IS BIG SUCCESS. Sunday, November 4, 1956, this Council entertained the patients at the Veterans Administration Hospital with a very enlightening show. Chairman was Susie Gonzales who did a splendid job of putting the show together by calling on entertainers to donate their talents. Many times these shows, which the Council has now been sponsoring every three months for the past two years, may be composed of the best of entertainers and musicians, professionals, appearing in some of Houston's leading night clubs, but most of the times the entertainers are amateurs. The patients, it has been learned, enjoy most a show of amateurs. For this show, the Council acknowledges and thanks the White Swan Night Club Combo of Manuel Hernandez, Miss Alice Trevino who was mistress of ceremonies, and the many other fine people, too numerous to name, who helped put this show over.

Ready to serve refreshments to the patients at the Veterans Administration Hospital are members of the Houston Ladies Council—L to R: Eloise Landa, Lita Calderon, Esther Contreras, Josephine Lopez (Vice President), Adele Villareal (President), Susie Gonzales (Chairman), and Mary Reyna.



### LULAC CHARTER MEMBER DIES

On December 11th the League lost one of the original charter members of the organization. The Honorable Andres DeLuna, one of the founders of LULAC, passed away in Corpus Christi. This coming February he would have been in the League 28 years. The foresight that men like Brother Andres DeLuna had in forming the League is commendable. These fathers of the organization are leaving us one by one. The struggles, hardships, the sweat, blood, and tears that they gave for us is also leaving with them.

As a National Organization, we should make some effort to enshrine the memory of these illustrious men. We must not let the memories of our LULAC fathers fade away with them.

# Report From FLORESVILLE

Floresville LULAC Council No. 254 spearheaded a drive for a program which will furnish entertainment and Christmas gifts to all patients of the State Hospital for T.B. patients in San Antonio, Texas. The program is now being sponsored by all LULAC Councils of District 15 and it will take place December 23rd, and it will be "Telecast Live".

The Floresville Council sponsored a Little League Baseball team composed of four surounding cities. The little fellows, managed by Rudy Garza and Rudy Ramirez—Lulac members—won first place. Their record, 14 games won, 1 lost, and 1 tied.



Earth, Texas, Council officers: Front row, left to right: Navor Gaona, President; Jesus Robles, Vice President Roque Puente, Chaplain. Back row, left to right: Serafin Vasques, Sgt. At Arms; Isabel Gaona, Treasurer; Luis Martinez, Secretary.

The recent organization of the Earth, Texas, Council brings the number of LULAC Councils in the Panhandle Area to 7. Hon. A. G. Ramirez of Lubbock has done a wonderful job in keeping his District active. Due to the outstanding work the Lubbock Area has been doing, the Region-

al Convention for Texas will take place in Lubbock, Texas, in Feb. 1957. The Earth Council is composed entirely of hard working agricultural men. The Christmas Basket Drive, March of Dimes, and the Christmas Children's Party were the projects undertaken by the Earth Council.



Free China's Consul at Houston, Hon. Raymond S. H. Hoo, and Miss Marcella Sosa of Council No. 22 discussing one of the beautiful Chinese figurines given away at the Fair.



Miss Patricia Garcia, member of Council No. 22, is handing one of the nightly prizes to a winner while Mr. Sam D. W. Low, Chairman of the Trade Fair looks on.



# Merry Christmas!

and a Happy NEW YEAR

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