

LULAC



NEWS

Official Organ of the League of

United Latin-American Citizens

SEPTEMBER, 1958



Through Education They Shall Find Happiness and Success



LULAC News

Official Organ of the League of United Latin American Citizens

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The front cover depicts a young man who is about to accept a challenge from our democratic educational means and facilities. He is about to take the first steps that will enable him to study and learn to become a worthy asset to his country and a credit to his people. He will encounter many obstacles and problems. He will at times find it impossible and difficult to continue his studies. And when he becomes discouraged, he will find that LULAC will be ready to give him all the assistance that he might need for LULAC believes that Education is the Foundation of a True American Citizen.

—Tony Campos—Dir. Publicity

EDITORIAL

By MOSES M. SANCHEZ,
Business Manager and Editor

EDUCATION—The Avenue to Your Ambitions?

Can it be said that education is the avenue to the fulfillment of your ambitions? This question has kept many wise men and women awake at night, because if education is not the avenue to your ambitions it can at least be the way to a happier and full life.

What is the literal meaning of the word Education? According to Mr. Webster, Education is "Cultivation and training, as of the mind; the acquisition or imparting of knowledge." Keeping this in mind, Education then is a tool that when acquired and used wisely, can help a person or persons climb to success. Success is a word that it synonymous to such words as achievement, luck, consummation, prosperity and victory. If you will notice, these words are all positive in nature. They reflect hidden desires, dreams and goals to many people.

There is no man or woman alive that does not daydream about something which he or she would like to acquire either materially or spiritually. Daydreams are wonderful. They are an essential prelude to the working ideas that make that dream a reality. It takes no real education to daydream, but it takes a combination of education, common sense, hard work and some luck to put that daydream into a reality which will benefit mankind and our society in general.

Remember your friends and society in general, evaluates you, not in accordance with your daydreams, but in accordance to your real contributions and actions towards any given group, individual or society itself.

The greatest goal in LULAC today is EDUCATION. Proudly has LULAC introduced, through the "LULAC EDUCATIONAL FUND INC., the basic idea of education of its people and the far reaching effects that the introduction of such a program can have on the present and future generations. With your help, LULAC is making possible the spreading of a great gospel. EDUCATION.

The Opportunities which have presented themselves to people who are now judged successful by our society, can and will present themselves to you in the future, but here again you will be faced with the ability to handle these opportunities to your advantage. Your greatest tool for accomplishing your goal is EDUCATION.

There are many new horizons open to those who will be ready to handle them. Equip yourselves and your children for these horizons. Put yourselves and your children in a position to turn an opportunity into an achievement, a victory or a success. Use the greatest power that God has bestowed upon you:

"THE ABILITY TO REASON THROUGH
EDUCATION."



PRESIDENT'S MESSAGE

... the days of the cliques and the domineering factions are over
... we must strive for respect and dignity among ourselves,
before we can demand it of others.

FELIX
TIJERINA

It is natural for us who were fortunate enough to attend the National Convention in Laredo a few weeks back to rehash and muse over many of the contents, decisions, and language. I have learned much and consider myself fortunate for the experience. It is certainly very inspiring for us in LULAC to share together the wonderful sounding board and implementation of positive thinking that our annual gathering offers.

At conventions our hearts bared and our spirits naked put forth into the efforts of community, of interests, for our people and our ideals. There we see and hear of the many channels to a common goal. Yet, some channels may be muddy, others crystal clear, and many unnegotiable. But the fact remains that they are and stem from a diversity of minds, factors, and experience within the framework of LULAC. As such we should and must respect such diversity and approaches to our aims, goals, and purposes, whether we accept them or not is another issue and a prerogative of a democratic organization.

My last two administrations has tried to offer and present LULAC as an organization seeking to secure and achieve respect, dignity, unity, and recognition for our people in the eyes of our fellow Americans, and in that respect, dignity and unity, we hope to attain recognition of our ethical entity as a minority group of consequence in the American scene. But, my fellow LULACs, the truth is that we must strive for respect and dignity among ourselves, before we can demand it of others. Therein lie the key of essence of community of interests and the future of LULAC. I am very much aware of the difficulty in overcoming lifelong prejudices, attitudes, and behaviours, and in particular petty likes and dislikes, and believe me I am just as guilty of this as the next person, but I'll tell you that since I have been your National President, I have made an honest effort to curb all of those traces and I feel better for it. My faith and work in LULAC is a criterion to that effort.

Not too long ago I had the privilege of meeting and speaking with a wonderful person who was most charming and intelligent. He was a Minister of the Gospel who had spent his early years serving at a Mission church in China. Of the many interesting things he spoke about were the experiences he encountered with what he called "the Rice Christians". It seems that among his parishioners he could always count on a certain percentage of converts that

attended services only when they were assured of a ration of rice that the Mission put out to help their people. The good Minister, with all his faith in God and humanity never did become inured to those whose attendance fluctuated with the stockpile of rice at the Mission storehouse. Yet he told me that his life was made richer by those true converts who stayed with the faith through feast and famine. The true moral is that people act pretty much the same all over the world, including in LULAC, the degree depends on the strength and sincerity of character in the individual.

Of deep concern to me at this time is the erroneous impression that my administration is partial and favorable to certain areas and neglectful of others. Such is not and never has been the truth. I try to attend as many functions as it is humanly possible. When the time elements conflict, and there are two or more on the same date, I try to send a representative of the National Office. It may be that some areas are more active than others and the demands from them more excessive. We are growing awful fast and the distances involved are getting larger. The LULAC Educational Program has taken a lot of my personal attention and sometimes curtail my schedules to the detriment of a meeting here and a banquet there. But nevertheless I will try to visit the states of Arizona, Colorado, and New Mexico this year. As my mother (God Bless Her) used to say when she divided a piece of bread among us when I was a child, "o todos hijos o todos entenades". To me a brother LULAC is the same whether he is in Michigan or California or Minnesota or Texas, I am not going to be bound by provincial thinking or acting. We are a National Organization and as such must of necessity act and think like one. The time is fast approaching when with new enthusiasm and superb leadership which will be available to us from the north, the midwest, and the east and we must be ready to give them the loyalty and efforts that we have given in the past to others from the south and the southwest. The days of the cliques and the domineering factions are over . . . the new leadership is now going to come from the people . . . not inspite of the people. The only divided faction in LULAC exists only in the minds of individuals who cannot see or dare to acknowledge the handwriting on the wall. LULAC is a lifetime job of working with each other and for each other . . . let us take satisfaction and be proud of our work with LULAC . . . let's work now because Today is the Tomorrow we were worrying about Yesterday.

God Bless You
Felix Tijerina



JOE ALDAPE, left, president of the League of United Latin American Citizens, Galveston chapter, is shown presenting scholarships worth \$250 and \$50 expenses to three Galveston high school graduates; Mary Ruth Gonzales, Enrique Carmona and Mercedes Cortez, left to right. The annual scholarship ward is financed by various benefit events presented during the year by LULAC.

New Mexico

Congratulations are in order to the Hon. Matt Sandoval, Reg. Governor for LULAC of New Mexico who has launched a membership drive for LULAC in the Land of Enchantment. Good Luck, Matt.

San Antonio, Texas

Brother Pete Tijerina, prominent attorney from San Antonio, Texas, and former Reg. Gov. of LULAC for Texas, was a recent visitor to the Windy City of Chicago. Pete was there attending a Criminal Law Seminar at Northwestern University. He visited with several of the LULAC dignitaries in Chicago and the surrounding areas. We hope Pete enjoyed the Windy City hospitality.

MAX PONITCH

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LULAC IN ACTION:

IOWA

From Councils 306 and 308

A surprise party was held for Anita Mosqueda. Approximately 60 guests were present. We understand everyone had a "ball."

Miss Perfidia Diaz was honored with a reception at Younkers Tearoom, Saturday, July 19, 1958 in connection with her triumphant concert on July 17. Understand that this young lady is really great. She is a June graduate of the Chicago Conservatory of Music. The entire program was recorded and interested parties can purchase either the program in its entirety or single recordings. Maybe we can have the honored pleasure of a performance (live) at our National Convention which will take place in Chicago next year. Would you really like to hear her? If so send us a post card and let us know. Maybe it can be arranged,

We have athletes in this section. Brother Gene Ramirez has reached the finals of the West Des Moines City Golf Tournament. Wonder how he made out?

CHICAGO, ILLINOIS

Council #288

These people are having a Lulac initiation Banquet and Dance at Midwest Hotel, November 8th, 1958. Purpose of this "Jump" is to welcome into Lulac the several new Illinois councils that have been formed in the past year but have not been accorded the formality of a banquet to introduce their members to the already established councils in the state. A number of Chicago dignitaries will be present. Understand that National President, Felix Tijerina and some of the national officers will also be present. (Man this sounds like fun.) Don't miss it. Everything is priced reasonably. We will give you more information in our next issue.

HEY BOYS AND GIRLS, WE NEED ADS.

IMPORTANT

1st Supreme Council meeting, Midwest Hotel, Nov. 8-9, 1958, Chicago, Illinois.

LULAC COUNCIL #151, GALVESTON, TEXAS

SINCERELY CONGRATULATES THE

NEWLY APPOINTED STAFF OF "LULAC" NEWS FOR THEIR FINE AND PROMPT WORK DURING THIS ADMINISTRATION.

WE ALSO WANT TO SALUTE AND WELCOME INTO LULAC ALL NEW COUNCILS

WE URGE THE OLD COUNCILS TO KEEP UP THEIR LULAC SPIRIT HIGH

A MOST CORDIAL INVITATION TO ALL GULF COAST COUNCILS TO OUR

COMING BIG DANCES AT THE MARINE BALL ROOM OF THE PLEASURE PIER ON

OCT. 25th, 1958, AND FEB. 21st, 1959

"ONE FOR ALL...AND...ALL FOR ONE"

Galveston

The two annual scholarships awarded this year by the Galveston Council went to Frank Carmona and Mercedes Cortez. It also aided Mary Ruth Gonzalez with \$115.00 to help her through her last year of college. The Annual Picnic was held at League City and it was a huge success. A Halloween Dance has been set for Nov. 1st at the Galveston Pleasure Pier at which time the annual Sweet-heart Contest starts.

El Paso

A great achievement and victory has transpired to one of our brothers, Mauro Rosas, a member of Council #8, El Paso, Texas. Brother Rosas was elected as a representative in the legislature for the State of Texas. An attorney by profession he was born in the fair City of El Paso, Texas. Brother Rosas holds a degree in law from Southwestern Law University. In his professional career he has acquired many accomplishments, this most recent one being one of the greatest.

We in Lulac sincerely congratulate brother Rosas and wish him all the luck in the world. May you have good health, good fortune and see your goals and dreams materialize very quickly. You deserve them.

Beaumont

It appears that the Beaumont Council (#235) is "shore" trying to straighten out some of its delinquent members. Nice going fellows, we certainly need more of that. A true blue LULAC does not have to be reminded of his dues.

San Antonio

Understand that Miss Ann Alvarez graced our brothers in San Antonio Council with a visit while on her way to Houston for the Junior National Convention. A Real Great Lulac, this gal Ann.

Brother E. G. Luna has been named to the Bexar County Hospital District Board. Brother Luna plans to keep the S. A. Council informed as to some of the board's accomplishments and goals. This San Antonio bunch are certainly go-getters. They are very actively working on their membership drive. Incidentally how is your council's membership drive coming along? Let us know. The fellows in San Antonio love competition. This may even call for some kind of a contest? We can have one, if you don't mind competing.

Baytown

Baytown Council No. 227 will hold a Masquerade Ball on Oct. 31st at the air conditioned Recreation Hall No. 2 in Baytown, Texas. Ben Araujo is Program Chairman and he also announced an open house for members and their families to be held on August 31st at the Councils Club House. The Baytown Council is also planning to acquire a larger piece of land for their club house. Baytown members and their wives who attended the Junior National Convention Ball were: Mr. and Mrs. Daniel Sandoval, Mr. and Mrs. Andrew Contreras, Mr. and Mrs. Silvestre Juarez, Mr. and Mrs. Ruben Gutierraz, Mr. and Mrs. Tony Campos, Mr. Lucas Vegas and daughter, Mr. Jesse Lopez, and Mr. and Mrs. Joe A. Contreras.

FROM WISCONSIN

LULAC Council No. 334 recently held a Baile Ranchero to raise funds for council activities. Leo Espitia and Joe Davila were chosen as the LULAC's wearing the most authentic Ranchero Costume. The Milwaukee Council also installed new members on Sunday Aug. 2nd. Reg. Gov. Emile Garcia gave a very interesting talk on unity and duties of LULAC members to their community. Mrs. Juana Rivas of the Spanish Club of Milwaukee gave a short talk on citizenship. Dist. Gov. Jube Rodriguez assisted the Reg. Gov. in the ceremonies. Afterwards a buffet lunch was held at which time all proud and new LULACs had a wonderful time. One note of sadness was that Mrs. Carmen Contreras and Miss Berta Nino will be moving to El Paso, Texas. However, Milwaukee's loss is El Paso's gain, for both ladies will undoubtedly become immersed in LULAC as soon as they get to El Paso.

IMPORTANT NOTICE FOR CALIFORNIA LULAC

Our national president has called an area meeting for Sunday Oct. 12, 1958 at San Francisco, Cal. More information of time and place will be forthcoming.

LOS ALAMOS, NEW MEXICO, COUNCIL #212

The Los Alamos LULAC Council No. 212 are busy beavers building a fireplace in the communities picnic grounds. A LULAC picnic will be held on Sept. 7th. Music for the New Year's eve dance will be furnished by the Anaya Band from Santa Fe. Other important projects have been taken up by the Los Alamos Council No. 212.

We Are Behind The LULAC News

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CORONA JUNIORS IN ACTION

Left to right, seated: Chenta Barron, historian; Cleo Ybarra, secretary; Bobby Alva, president; Rosie Montejano, vice-president; Frank Montoya, treasurer; standing, left to right, Gloria Varela, publicity chairman; Lucille Rodriguez, program chairman; Johnny Balles, chaplain; Margaret Munoz, corresponding secretary; and Domingo Duarte, sergeant-at-arms; Frank Hernandez (not pictured) is parliamentarian.

IMPORTANT NOTICE TO ALL TEXAS LULAC COUNCILS

Alfred J. Hernandez, Reg. Gov. of LULAC for Texas, has called an important meeting of all Texas LULAC Council Presidents.

Time: 9:30 A.M.

Place: Hilton Hotel, San Antonio

Date: Sept. 28, 1958

Purpose: To Discuss Plans for Promoting the LULAC Educational Fund Inc.



BULLETIN... FROM THE NAT'L TREASURER

All LULAC Councils must pay their dues by the quarter. 90% of the Council are at this time in arrears. May I hear from you soon.

Dan Sandoval, Treas.

Council #265, Fabens, Texas

will hold a Turkey Shoot on Nov. 16th and 23rd to raise funds for the Christmas Party of the Underprivileged Children of Fabens

SCHOLARSHIP DANCE—SEPT. 13

presented by League of United Latin American Citizens featuring SAL CHICO and ORCHESTRA

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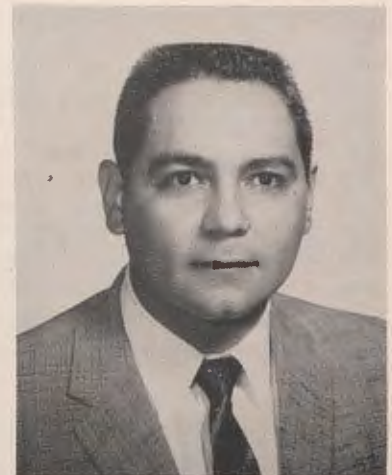
8:30 P.M. to 1 A.M.
Semi-Formal
Donation \$1.75

CORONA, CALIFORNIA, JR. LULAC'S ARE LARGEST CHAPTER IN COUNTRY

An announcement of great pride to the members of the Corona, Calif. Jr. LULAC Council #307 was made by president Bobby Alva, that this chapter is the largest in the country. (82 members.)

This group only formed but a few months has already been recognized in the community for its enthusiastic efforts for a better community. Though only a few months old this council gave a scholarship to an outstanding high school student and raised funds for this purpose by holding a dance at the Local Junior High School All Purpose Room. At present they are busily engaged in the clearing of the neglected area of the Sunnyslope Cemetery. This project will take quite some time since it is a large area. Other very worthwhile projects are in the agenda for this fall.

Not all is work and no play for this hardworking group of youths. The city of Corona has gone all out to cooperate with the Jr. Lulacs by allowing them to hold their meetings this summer at the City Park Plunge, where swimming follows the business meeting, which is held in the staff room of the plunge. Also they have had successful picnics at the beautiful Jameson "Crown Ranch." This ranch is atop the foothills above the circle city of Corona and from this spot the city of Corona is viewed. Here they have enjoyed wiener bakes, roasted corn, swimming and dancing in the evenings.



Attorney Mauro Rosas of Council #8, El Paso, Texas, was recently elected to State Representative of the great State of Texas. Brother Rosas has been very active in community and state activities and will be a credit and a great asset to LULAC as a State Representative in Austin, Texas.

POLIO

By Francisco Licón, M. D.
LULAC Nat'l Dir. of Health

By now it has been established, beyond reasonable doubt, that the "Salk Vaccine" is definitely a most efficacious means whereby to prevent the onslaughts of that greatly dreaded enemy of human well-being "Poliomyelitis." What we now have to fight is the inescapable complacency of people. "Polio" has not been stopped just by virtue of the fact that a successful vaccine is available. That vaccine **must** be urgently, continuously and always be administered to any and all individuals who have not previously had it. This does not mean only those people who were "alive and kicking" so to speak, when the vaccine was developed; it means every single young infant that will be born from now on! It seems hard to believe, but it is a fact, that people fall into this self-complacency, whereby they fail to realize that humans

are being born every day, every hour, every minute and that these new-born have **not** had their vaccinations against Polio. Over and above the fact that there are unnumbered individuals already born, who for one reason or another, have not availed themselves of this protection, is the fact that there are the limitless numbers still to come!! I hereby wish to most urgently impress on one and all to, at the earliest opportunity, get those "shots." These vaccinations are available to all here in the United States of America! Those who cannot afford to get them from their private physicians have only to apply to their local city, county or state health authorities and get them free of charge. Please, please do not let this monumental endeavor fall because of complacency.



The Bensenville LULAC Councils of Illinois gets together to discuss ways and means of promoting LULAC in the Bensenville area. Hon. Rudy Perales the Dist. Gov., front row, second from left, meets with the council to help plan out the program for 1958-59.

ATTENTION HOUSTON LULAC'S

Council #60 will hold their Annual Ball at the Emerald Room of the Shamrock Hilton on Sunday, Sept. 21st at 8:30 P.M.

Get Your Reservations from any of the Houston LULAC Members.

CALIFORNIA

LULAC Council #316 Anaheim, Cal., is busy with their "Taquito" stand which is operated every Sunday at the Airborne Jamaica. A Halloween Dance "Oct. 32nd" will be held to raise funds for council projects. Prizes for the winning costumes will be given. Good Luck to the Anaheim LULACKERS. Council #316 urges its members and friends to go to the Polls in November and fulfill their obligations as LULACKERS and as citizens of the United States.

FROM THE REGIONAL GOVERNOR OF MICHIGAN

Hon. Hector Cisneros . . . Detroit, Michigan

No longer are we a minority. How did we come to this conclusion?

Through Education and through LULAC.

Today, Americans of Mexican descent are not just employed as beet field workers, as section hands or general laborers. It was in the middle 1930's that LULAC began to push prejudice aside and emerge from isolation and poverty our people, the people of Mexican descent. We began taking advantage of EDUCATIONAL facilities, and very soon we were on our way to learn and to develop skills, and at the same time, prove that we possessed untested abilities.

Today, more than 40,000 Americans of Mexican descent have qualified as physicians, attorneys, as teachers and technical workers in the aircraft and automobile industries.

In practically every field we are now represented. This is a great achievement for LULAC in view of the fact that in 1930 there were only an estimated 1,000 teaching and mere 270 practicing medicine and law.

In pre-war days few of us could muster enough capital to start a business. Today, not just a few hundred, but thousands, own taxi companies, produce houses, chains of bakeries, restaurants, machine shops, grocery stores and many other business establishments.

As a result, our standard of living has increased tremendously; no longer are we discriminated upon, and each day we are given more and more opportunities to prove ourselves. All of this means that through Education we can achieve whatever we desire. It means that LULAC has been thriving and working hard. It means that even though we are small in number, our nationality is no longer to be considered a minority group.

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LULAC Council #300

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DES MOINES, IOWA**

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Education Is the Key
to Success

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DES MOINES, IOWA**

CONGRATULATIONS
to the Jr. LULAC's
from
**PASADENA, CAL.
COUNCIL #321**

Forward with LULAC

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