

# LULAC



# NEWS

*Official Organ of the League of*

*United Latin-American Citizens*

FEBRUARY, 1959



LEAGUE OF UNITED LATIN AMERICAN CITIZENS

TEXAS STATE CONVENTION  
RICE HOTEL • HOUSTON, TEXAS  
FEBRUARY 13-15, 1959





# LULAC News

Official Organ of the League of United Latin American Citizens

Vol. 27

February, 1959

No. 2

## STAFF

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The Lulac News is published monthly by the League of United Latin American Citizens. As the official publication of the League of United Latin American Citizens, this magazine publishes authorized notices and articles regarding the activities and interests of Lulac Councils throughout the United States. Address all communications to Lulac News Office, 504 Southern States Life Bldg., 3402 Montrose Blvd., Houston, Texas.

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## EDITORIAL



Tony Campos, Nat'l Dir. of  
Publicity for LULAC, end-  
ing his 5th year with the  
Nat'l Staff.

On this the 30th Anniversary, we feel that the banner of of LULAC is flying high among the greatest organizations. We have shown and produced leadership to our communities, our states and our nation. LULAC has distinguished itself as an organization worthy of being properly represented in the annals of the Library of Congress. We have been mentioned often in the congressional records in Washington and are well known and respected in the White House. LULAC is admired and respected wherever we have planted the seed of our organization. For all of this we are thankful and proud. We believe in our LULAC Code and are continually practicing what we preach. We are proud of our heritage and more so of the name we bear. LULAC is helping to mold our great country into a true Democracy. In the years to come we shall again be called upon to serve our country and represent our people of Latin descent in a most honorable manner. We believe that only in God will we find consolation when days of grief are with us.

For the past 30 years we have worked and forged ahead. Great progress has been made and LULAC will continue to pave the way. We are looking forward full of hope, enthusiasm and optimism to another 30 years of achievement and effective activities. Born of past experience, many promising innovations of modern, up-to-date and forward-looking administrations are being put into effect with anticipation. We must work for one common goal of achievement, progress and self-improvement; we owe it to LULAC and to the people whom we profess to represent. We shall reach these goals without fanfare or glory; but then, what greater glory is there than to know we have assisted in making ourselves, our youth and future generations of youths into better citizens.

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Felix Tijerina Nat'l President of LULAC



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IOWA

... WHEN EARTHQUAKES COME  
GREAT ROCKS WILL SHATTER,  
BUT THE SANDS REMAIN THE SAME.

My LULAC Brethren:

The above is an ancient Chinese proverb that is so true of the connotations of LULAC that I use it in trying to express and define the success and failures of our people and our organization. We are an ethnic group; and like the fine sands in the proverb, our cultural background will remain the same. We are proud of this heritage as we are proud of LULAC.

We have entered a new year. In fact, the 17th of February 1959 will mark the Thirtieth Anniversary of the founding of the League of United Latin American Citizens. Continually we strive to dedicate ourselves to greater progress and fruitful endeavors. However, during LULAC WEEK, February 14th through the 22nd, we pause to pay tribute to our past leaders and rekindle the hopes and ideals our founders felt on February 17, 1929. No doubt we mean to shatter the records of past accomplishments and innovate further measures, methods and activities that will enhance the work and mission of our beloved League. Here and there we will succeed . . . and here and there we will fail; but let us always remember that trying is the halfway mark to success. Also, let us always remember that no matter how much progress we have made since 1929, the Grace of God, and the same spirit of devotion and the same measure of love to LULAC has brought it about.

In this year of Our Lord of 1959 and the years to come, we look forward to even greater strides of success in our ventures of good and sound objectives for our people. The groundwork laid in 1929 when the League was founded has been returning dividends to the ensuing generations; they, in turn, have been making their own contributions for the future. In truth, it can be said that LULAC is a lifetime job for all of us. And needless to say, it is not a job that is started at dawn and ends at dusk. Those of us who have been long in LULAC know this; it is for the young in LULAC to acknowledge and face this fact. We must work hard at being a LULAC. It is a comfort and wonderful to know that at present there are more of us on the job.

Years ago at a convention of LULAC, a daring venture was proposed by the chair to the floor for debate. At that time I was a member of the rank and file and very interested in the pros and cons of the issue. After a few minutes of discussion, one of the more discouraged members made a statement to the effect that since the issue was of such a daring nature and subject to statewide repercussions, and in view of the fact that "there are so few of us" perhaps it would be better to shelve it. I will never forget the answer that an humble but erudite LULAC brother made to that argument when he got the floor and declared among other things, "Better the light from a small candle, than to curse the darkness." Thank God there are more of us now to illuminate the future of our Beloved LULAC.

I ask you to believe in your LULAC Code. Practice what LULAC stands for, and we shall continue lighting the way. God Bless You.





I wish to take this means of welcoming all LULAC members and visitors to our LULAC State Convention in the City of Houston. The Bayou city with its many facilities is looking forward to hosting our many brethren from all sections of our great State and they want to make this a comfortable, festive, productive, and a most successful Convention. I too, join with them in rolling out the red carpet and we will do everything possible to assure that your stay here is a pleasant one.

As you already know the Convention is scheduled for February 13th, 14th, and 15th, at the Rice Hotel in this city. Plans are being made in order that delegates attending here may be able to enjoy the sights, and many points of historical interests. The Host Council and the Convention Chairman, Ernest Eguia, has prepared an interesting and constructive agenda. Outstanding and brilliant

speakers have been contacted so that you and I can expect to listen to many interesting, inspirational, and Educational topics.

In addition to my welcome I would like to remind the Delegates attending the Convention that much thought should be given to the resolutions submitted at this confab, as well as considering the outstanding men in our State for candidates to the office of Regional Governor.

In closing I should like to add a word of welcome to the families of the LULAC Delegate members who will visit our city during this Convention and to say to them that we are looking forward to their visit and meeting the many LULAC friends throughout our State and Nation who have made our life much richer.

Looking forward to the pleasure of once again seeing all of you in Houston, I remain,

Yours in LULAC,

Alfred J. Hernandez  
LULAC Reg. Gov. for Texas

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## "ALL FOR ONE, AND ONE FOR ALL"



FELIX SALAZAR, JR.

LULAC Nat'l Legal Advisor  
Houston, Texas

"All for one and one for all", a highly significant phrase in LULAC, yet at times it becomes a meaningless platitude to us as members of LULAC.

With our 30th year looming before us as a direct challenge we stand at the cross-roads. Will our organization grow and prosper into a more vibrant and powerful organization? Or will it die a slow death wrought by the seeds of apathy, discord, petty grievances and/or lack of understanding of our fellow members.

The answer lies within each one of us, the rank and file member, as well as the National Office. The answer, simple as it may be, is unity. Unity of purpose through unity with one another to the end that our aims may be accomplished.

Thousands upon thousands of words have been written by scholarly personages, as to how best to unify collectively for a concerted purpose. Ways and means of unifying have been set out; but by far, in my opinion, the best story on "Unity" is the fable, written by Aesop, the slave, wherein a father found his family was drifting apart from itself, and all of the family endeavors were defeated. In order to unify his family to cope with these adversities, he called forth his sons and asked the strongest to pick up and break a piece of kindling over his knee; this, the son did with no difficulty, whereupon the father asked him to break two pieces, which the son found was more difficult. When the son tried to break four pieces he found he could not do so; the father, therefore, had shown the sons that in union there is strength.

We can be likened to the pieces of kindling as LULACs. Having a unified front, there is no form of adversity that can break us. But, if, as we say in Spanish, "UNO ESTIRA Y OTRO AFLOJA", we lay ourselves open to defeat from without as well as from within.

In these times when other organizations are vying for the position of leadership and respect which LULAC has gained through years of toil and sweat, we must stand ready to keep our organization at the fore where it now stands. The home council of the writer has had to fight tooth and nail to keep itself in such a position. The writer has seen one organization after another copy the LULAC ideas and projects to the end that their leaders may receive "recognition" for their own personal aggrandizement and personal gain. I have no quarrel with organizations which have the good of the community at heart, but these are "scarce as hen's teeth". Many such organizations and clubs, "NO MAS OYEN EL GALLO CANTAR Y NO SABEN PARA DONDE QUEDA EL RANCHO".

We as LULACs have the welfare of the community at heart and must not let anything or anyone destroy that for which we have worked, for so these many years.

Be proud of your organization, its aims and principles, for only through pride and belief in ideals can one find and acquire a true sense of dedication to a cause.

Do not allow petty grievances and personal animosities to enter into your LULAC work and destroy from within. The writer has observed councils wherein, if a certain person was not elected or appointed to a position, he schemes and endeavors to tear down the efforts of the victor. This practice while not prevalent in LULAC cannot and must not be allowed to exist; it is like a malignant growth upon the body which must be removed.

How can we hope to succeed in our efforts to champion the cause of LULAC and truly represent the community if we are torn asunder from without and within. Our responsibility to the community is too great to let the schemers, demagogues and "fly by night" organizations and clubs destroy our efforts.

The time has come, here and now, for us as LULACs to stand and be counted, ready to perform our duties as we swore to do when we became members; we must be ever ready to work for our organization, to nurture it and keep it strong by taking on active part in all its endeavors, whether locally or on a national scale.

Let us unite to sweep away any rising tide of discord, petty grievances and apathy. We are all LULACs whether officer or member; let us awaken our oft-dormant esprit de corps and give full meaning to our motto:

"All for one and one for all."



Mason City, Iowa: Council 319 held its first Annual Christmas Party recently. In photo above is shown the climax of Christmas party . . . "PINATA BREAKING". Nicky Aguilera breaks the Pinata, which spills Christmas gifts and goodies for waiting youngsters. Santa Claus also distributed treats.



HAT DANCE . . . The Mexican Hat dance was also a feature at the Christmas party held by Council 319 of Mason City, Iowa. The dance was performed by Beatrice and Mercedes Gallo, children of Mr. Joe Gallo, publicity director for the Council.



# THE BIG STORY



Above we see Don Felix Tijerina at the graveside ceremonies for the late Ben Garza, 1st Nat'l President of LULAC. At the left is Mrs. Ben Garza, widow of the founder of LULAC. Great progress and expansion has been seen in the past 30 years.



Above we see our Nat'l President Don Felix Tijerina at the mass installation of the state of Illinois LULAC councils.

I WILL DEFINITELY NOT RUN FOR REELECTION AS NATIONAL PRESIDENT OF LULAC AT THE CHICAGO NATIONAL CONVENTION.

This is the Big Story today. After three consecutive years as Chief Administrator for the greatest organization of Latin Americans, our National President, Don Felix Tijerina has made it known to LULAC that he will not run for Nat'l President under any circumstances. The past three years have been very hectic for Don Felix and he feels that from our rank and file should come more energetic leadership to guide the destinies of our beloved LULAC.



Don Felix Tijerina confers with his two top Aides in LULAC, Tony Campos, Nat'l Dir. of Publicity and Alfred J. Hernandez, Reg. Gov. for Texas. Don Felix, after a lengthy meeting, decided not to run for re-election at the forthcoming Nat'l LULAC Convention in Chicago June 26-28, 1959.



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Hector Golinez,  
1st Nat'l Vice Pres. of LULAC  
Santa Ana, California

## To LULAC All Over the United States

I want to Wish You of LULAC, Health and Happiness on this our 30th Anniversary. We have accomplished much. The obstacles have been many but our efforts have been united towards a greater and stronger and more unified League. Keep up your good work and we shall reach even higher goals. Lets continue our progress and expansion. With Gods help I shall see you at the National Convention in Chicago this coming June 26 to 29, 1959.

Hector Godinez



The Junior LULAC's from all over the country want to extend its best wishes to our Senior LULAC's on their 30th Anniversary. We of the Juniors know that you have set your hopes on us, the future members of the senior organization. We hope that we shall live up to your expectations and that our Juniors shall contribute to this great cause. We thank you for the efforts that you have given to our projects and want to acknowledge the supervision which you have continuously given to our organization.

Vicky Cortes



Vicky Cortes  
Nat'l President of  
Junior LULAC



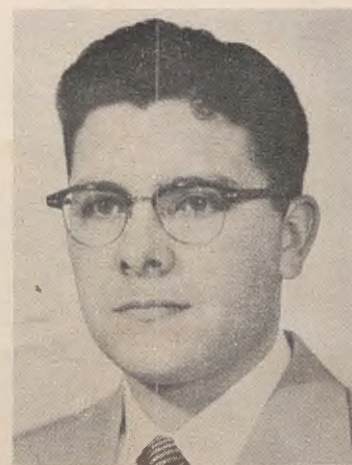
Emily Vasquez, President  
Ladies LULAC Council No. 22  
Houston, Texas

On behalf of the Houston Ladies Council 22, I wish to welcome you to Houston, Texas and to the Texas LULAC Regional Convention. We are at your service. Our Houston LULAC Ladies want to extend to you our Houston Hospitality, and most of all we want you to make yourselves at home. May your stay here be an enjoyable occasion.

Mrs. Emily Vasquez



William Bonilla of Corpus Christi LULAC Council 1 has thrown his hat into the ring and is a candidate for Texas LULAC Regional Governor. Mr. Bonilla is an attorney and is well known for his civic work in Corpus Christi. He is a graduate of Baylor University. At the Laredo Nat'l. Convention, Mr. Bonilla had the support of many of the delegates for National President, but due to circumstances he declined the nomination.



William Bonilla



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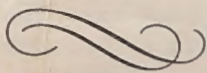
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## OUR LADIES IN LULAC

By Susana Pavon  
2nd National Vice President

I am glad LULAC NEWS has asked me to contribute to its Thirtieth Anniversary issue. I like LULAC and most of all I like the ladies in LULAC. I have often tried to put my finger on what makes LULAC women different. What is this special quality that they have? People from all over the country and from other countries notice it. When you come back from a National Convention, you particularly feel it a little stronger. There is a special something in their philosophy or attitude that has a profound impact on the character and policy of the Latin American woman which has resulted in the fact that LULAC women will always have a degree of influence in the American scene far out of proportion to their number.

I have wondered about this a lot; perhaps this might be the answer. It seems to me that the distinctive thing about LULAC women, those I have known during the short time that we of the Midwest have been in LULAC, is that they are always interested in people. This liking for, and concern about people has had a tremendous part in producing the unique philosophy that we have in LULAC. Perhaps we have been influenced into this thinking by the oft-quoted philosophies of our National President, who hails from Texas, the center of hospitality, fellowship and "friendship," which is what the word Texas stands for. Perhaps the best example of this philosophy is in a single sentence uttered by Don Felix Tijerina, our National President:

"The object of LULAC is to do for our people what they cannot do at all, or do as well for themselves."

He loves people and feels deeply about their hardships and sufferings, as his letters to humble individuals all over the country testify. He cares about them not as figures in a census or as units in some mass or class or organization, but as fellow human beings.

LULAC women have played a most important and unique part in the expansion and educational improvement of its membership. They have molded the careers of many of its members by inspiring them to take an active part in matters of civics, culture and education. From the various women's councils in the nation have come Women Regional Governors, District Governors, teachers, welfare workers in the field of education, law enforcement, career women in state, county, city and federal agencies, volunteer nurses aides, registered nurses and other professionals in the field of medicine. In short, we have become leaders in our communities; and in this, in keeping with our LULAC Code, we have included our children. May we continue to grow in stature if not in number.

CONGRATULATIONS  
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## LULAC IN ACTION

### SUGARLAND, TEXAS

Sugarland Council # 188 presented a donation of \$151.00 to the LULAC Educational Fund Program. Congratulations to the members of the Sugarland Council for their support of the Little School of the 400.

### EL PASO, TEXAS

Mr. Ernest Mascarenas, member of LULAC Council #132 has thrown his Texas Sombrero into the ring and is a candidate for Texas LULAC Regional Governor.

### SAN ANTONIO, TEXAS

The San Antonio Ladies Council # 187 made a generous donation to the San Antonio March of Dimes. A great and interested program for the year is now in progress by the members of the Council.

### BEAUMONT, TEXAS

Congratulations to the Beaumont Council # 235 and their new slate of officers headed by Mr. Joe Garza as president. Their annual Poll Tax Drive was a huge success.

### PECOS, TEXAS

The Pecos LULAC Council #201 will hold installation of officers on Feb.1, 1959 at the Spanish Community Center. Elaborate plans have been made for all visitors and guests.

### BAYTOWN, TEXAS

The Baytown LULAC Council #227 has just recently purchased four large lots and a three room building for their meeting and community use. Congratulations to the Baytown membership on their recent Poll Tax Drive. The Dist. VIII LULAC Convention was a huge success. Approximately 200 guests and LULACKERS attended.

### CHICAGO, ILLINOIS

The Chicago Ladies LULAC Council #300 are planning a Baile Ranchero during the first week of April. Plans call for members and guests to wear Ranchero outfits. Mrs. Margaret Lujan, president of Council #300 has invited all of Chicago to the Baile Ranchero. The National Director of Publicity may be in attendance too.

### HOUSTON, TEXAS

The Houston Ladies LULAC Council # 22 had a very successful dance on Jan.24, 1959. The proceeds from the Penthouse get-together will go towards the Milk Fund provided to needy children in the Houston schools.

### TEXAS CITY, TEXAS

The Texas City Council # 255 contributed \$50.00 towards the LULAC Educational Fund Inc. A delicious menudo was served by the members. The Little School of the 400 certainly are proud of all the councils that have contributed towards the pre-school program.

### AUSTIN, TEXAS

The LULAC Educational Fund Inc. or better known as the Little School of the 400 are happy to see that a Bill was presented to the Texas Legislature to appropriate funds for the continuation of the pre-school program now under auspices of the LULAC'S. We want all of the Texas Councils to write to their respective Senators and Representatives and request that the pre-school program be allocated the required funds to continue its work.



**CONVENTION PROGRAM**  
**LEAGUE OF UNITED LATIN AMERICAN CITIZENS**  
**THIRTIETH ANNIVERSARY**  
**TEXAS REGIONAL CONVENTION**

HEADQUARTERS

RICE HOTEL



**FRIDAY FEBRUARY 13**

1:00 P.M. to 6:00 P.M.

Registration of Officers, Delegates and Guests. Mezanine, Rice Hotel

8:00 P.M. to 12:00 P.M.

Get acquainted party. Lulac Club House, 3002 Bagby.

**SATURDAY FEBRUARY 14**

9:00 A.M. to 12:00 NOON

Registration of Officers, Delegates and Guests. Mezanine, Rice Hotel

9:00 A.M. to 12:00 NOON

- (a) Opening of the 1959 Texas Regional Convention in The Crystal Ball Room of The Rice Hotel.  
Honorable Alfred J. Hernandez, Regional Governor of Lulac in Texas, Presiding.
- (b) Official Prayer Opening the Convention by Father P. Flores of Holy Name Church.
- (c) Pledge of Allegiance to the Flag.
- (d) Address of Welcome By The Honorable Lewis Cutrer, Mayor of the City of Houston.
- (e) Response by The Honorable John J. Herrera, past National President of Lulac.
- (f) Roll call of District Governors and Delegates by The Honorable Alfred J. Hernandez.
- (g) ENTERTAINMENT.
- (h) Introduction of National Officers and Guests by Tony Campos, National Director of Publicity.
- (i) Appointment of Committees:
  - 1. Rules
  - 2. Credentials
  - 3. Resolutions
- (j) Address by Frank P. Nedo, Past National President of Lulac.

12:00 NOON RECESS

- (a) Announcements

2:00 P.M. to 5:30 P.M.

- (a) Registration of Officers, Delegates and Visitors. Mezanine, Rice Hotel.
- (b) Address by Dan Walton, District Attorney, Houston, Texas.
- (c) Report by The Honorable Felix Tijerina, National President of Lulac.
- (d) Entertainment.
- (e) Report of Committees.
  - Rules
  - Credentials
- (f) Report of District Governors
- (g) Business Meeting Adjourns

6:30 P.M. to 9:00 P.M.

Banquet in The Crystal Ball Room of the Rice Hotel

- (a) Introduction of The Master of Ceremonies, The Honorable Oscar Laurel, Immediate Past National President of Lulac and State Representative from Webb County by The Honorable Alfred J. Hernandez.
- (b) Invocation by Father P. Flores of Holy Name Church.
- (c) Introduction of National Officers and Distinguished Guests.
- (d) Introduction of Mayor Lewis Cutrer
- (e) Introduction of Judge Bill Elliott County Judge of Harris County.
- (f) Introduction of Felix Salazar, National Legal Advisor for Lulac.
- (g) Introduction of Principal Speaker, Dr. Hyman Judah Schachtel



9:00 to 1:00 P.M.

Dancing

(a) Music by Pepe Hernandez and His Orchestra.

(b) Floor Show.

# SUNDAY FEBRUARY 15

9:00 A.M. Assembly Reconvenes. Crystal Ballroom Rice Hotel.

(a) Official Prayer of the League by Eddie Cazares, Lulac Council #60 Chaplain.

(b) Pledge of Allegiance to The Flag.

(c) Report of The National President of Junior Lulacs, Vicki Cortez.

(d) Roll Call of District Governors and Delegates by The Honorable Alfred J. Hernandez.

(e) Report of Committees

Rules

Resolutions

(f) Voting on Resolutions

(g) Election of 1960 Regional Convention Site.

(h) Election of Texas Regional Governor

(i) Announcements and other reports

(j) Good and Welfare of the League

(k) Adjournment.



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Sitting - Left to Right - Lorenzo Diaz, Assistant Secretary; Rafael Moreno, Vice President; Gilbert Gomez, President; Lupe Coronado, Treasurer.  
Standing - Left to Right - Eddie Cazares, Chaplain; Roy Barbosa, Auditor; Alex Avila, Sergeant at Arms; Porfirio Alderete, Parliamentarian; Bill Allison, Sergeant at Arms; and Isidro Garcia, Assistant Treasurer. Not in the picture is Tony Rico, Secretary.



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Compliments of the New Jersey  
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We are behind LULAC and its  
many endeavors.

\* \* \* \* \*

Compliments of your  
National Organizer -

Val Hernandez  
Cicero, Illinois



My Motto:

"LULAC is an instrument of Honor-  
Use it wisely and it will Honor You"

Congratulations to LULAC  
on their 30th Anniversary-  
LULAC Council # 151  
Galveston , Texas

\* \* \* \* \*



Pictured above is Bro. Rafael S. Moreno, Vice President of Houston Council #60. Mr. Moreno is active in community affairs and charity drives and as program director for K.L.V.L., his voice reaches Spanish-speaking families throughout the Gulf Coast area with messages of interest and importance. His comments on Lulac activities are of immeasurable value to the League.

THE GALVESTON LULAC COUNCIL #151 WILL HOLD ITS SWEETHEART DANCE  
AT THE FAMOUS PLEASURE PIER ON FEB.21,1959..

Mr. Danny Sandoval and Mr. Andy Contreras will be in attendance.



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# CONGRATULATION ON YOUR 30th ANNIVERSARY

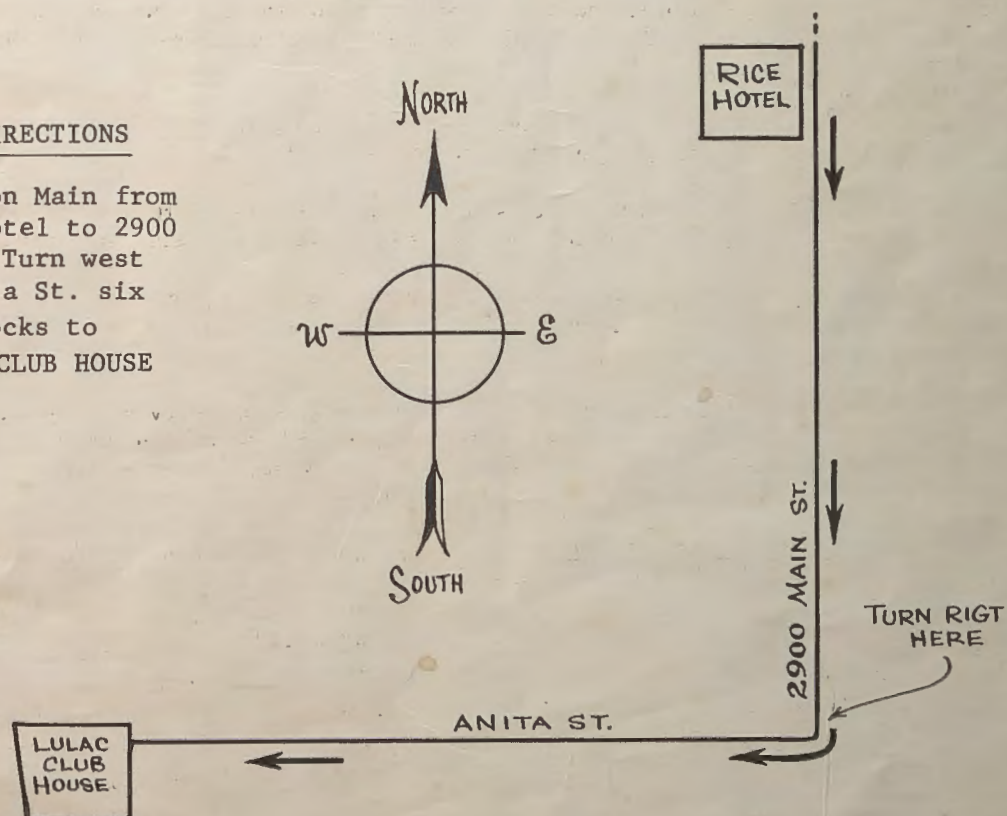
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## DIRECTIONS

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PRICE DANIEL  
GOVERNOR



STATE OF TEXAS  
EXECUTIVE DEPARTMENT  
AUSTIN

January 21, 1959

Greetings,

WHEREAS, The League of United Latin American Citizens, better known as LULAC, is celebrating its thirtieth year in 1959, and

WHEREAS, The development of character, the instilling of constructive ideas, the formation of loyal and true American Citizens are worthy contributions to the progress and prosperity of our State and Nation, and

WHEREAS, The interest of LULAC has always been to foster better relations between our citizens of Latin American extraction and Americans of other descents, and

WHEREAS, LULAC, during these thirty years has devoted its efforts to furthering the aims and purposes of the organization through education and comprehensive programs of citizenship responsibility, and

WHEREAS, The theme "Thirty years of Advancement through Unity" is being promoted during National Lulac Week in commemoration of the important role LULAC has played in the welfare and prosperity enjoyed by our State and Nation.

THEREFORE, I, Price Daniel, Governor of the State of Texas do hereby designate and proclaim the week of February 14th thru 21st, 1959 as LULAC WEEK in the State of Texas and call upon all citizens of our State to join in the recognition of the vital contributions made by the members of this organization to our American way of life and to our state in particular.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Seal of the State to be affixed on this 21st day of January, 1959.

Sincerely,

*Price Daniel*

Governor of Texas

