

LULAC



NEWS

Official Organ of the League of

United Latin-American Citizens



Christmas Greetings

December 1964

VOL. XXVI NO. I

In this issue:

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PRESIDENT'S MESSAGE
DROPOUTS
LULAC IN ACTION
NOTES FROM THE HOME

LULAC NEWS

Official Organ of the League of United Latin American Citizens

"All for One — One for All"

Address all communications
to

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LUCIANO SANTOSCOY,
Editor

WILLIAM BONILLA,
National President

J. C. MACHUCA,
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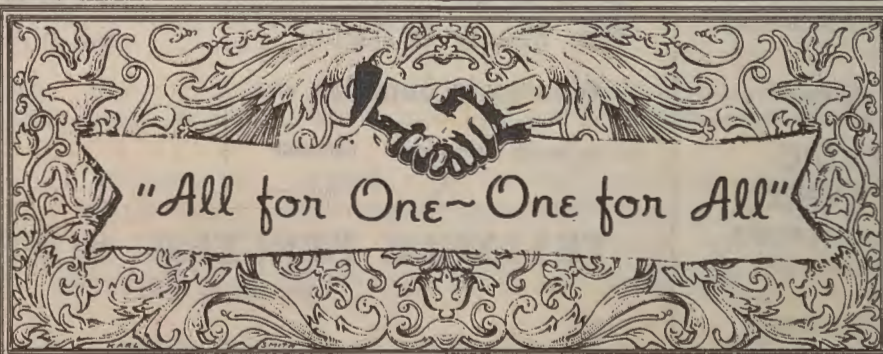
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RESPECT your citizenship and preserve it; Honor your country, maintain its tradition in the Spirit of its citizens and embody yourself into its culture and civilization; ★ ★ Be proud of your origin and maintain immaculate, respect your glorious past and help to defend the right of all the people. ★ ★ Learn how to discharge your duties before you learn how to assert your rights, educate and make yourself worthy and stand high in the light of your deeds; you must always be loyal and courageous; ★ ★ Filled with optimism, make yourself sociable, upright, judicious, and above all things be sober and collected in your habits, cautious in your actions and sparing in your speech. ★ ★ Believe in God, love Humanity and rely upon the framework of human progress, slow and sound, unequivocal and firm. ★ ★ Always be honorable and highminded, learn how to be self-reliant upon your own qualifications and resources. ★ ★ In war serve your country, in peace your convictions; discern, investigate, meditate and think, study, at all times be honest and generous. ★ ★ Let your finest purpose be that of helping to see that each new generation shall be of a youth more efficient and capable and in this let your own children be included. ★ ★ ★



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EDITORIAL

Responsible Citizenship

Guest Editor

Alan Fraser

Chief Justice Court of Civil Appeals
Eight Supreme Judicial District
El Paso, Texas

At this time of year, as the Holiday season approaches, many people, caught up in the rush of shopping and preparing to entertain relatives, are likely to forget the very important matter of taking the necessary steps in order to be able to vote.

Some states require only registration, while others require the payment of a poll tax. Whatever the case may be, no true American can explain to himself, his family or to his international neighbors why he did not take the necessary steps to become a participating and contributing American. Every member of Congress is up for election or rejection every two years, and it is in that body that all matters of revenue must originate. In other words, the country can't spend any money until Congress has first authorized it. Who can complain, then, if he or she was not able to participate or exert his influence at the polls?

The literature of the world is full of famous examples of the failure of human beings resulting in disasters and calamities. It is also true in the political world that there have been notable instances of great national importance where one or two votes made all the difference. Legislators have had themselves carried into Congress or the Senate so as to be able to vote. The Bible, of course, contains many well-known examples of human failures in the matter of preparation.

Certainly no American could demonstrate his loyalty to his country or his love for his family any more potently and any more articulately than to keep himself in a position to vote for or against that which he believes best for his country and family. It is a well-known truth that the smaller the number of voters, the more easily they can be controlled. Let us also show to the entire world the greatest percentage of participating citizens of any country anywhere. This should be easy, because certainly no citizen of any country has as much to enjoy or look forward to as the American, and he should certainly, therefore, be not only informed and vigilant, but always in a position to cast his ballot.

It is therefore earnestly urged that every person take whatever steps are necessary this year and every year so that our national voice may remain loud and strong, both at home and abroad, and further so that you who read this can truthfully say, "I am an American."

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Message from the National President

The National Officers and Staff join me in the sincere desire of all the best the holiday season can bring to all our brother and sister members of LULAC.

This is a time of the year for rejoicing in the many good things that we enjoy, for filling our hearts with a fraternal feeling of good wishes for our fellowman, and for resolving to work with redoubled effort during the coming New Year.

The season marks too the midpoint of service for our administration. Already, we have carried the burden of responsibility for our League's welfare halfway over our assigned distance. The load has at times been heavy, but we have not despaired. We have taken the responsibility willingly and proudly, and we have been heartened by the help of many of our brothers in the League.

At this time, when we, already tested and at the peak of our enthusiasm, prepare to launch new and important programs for our organization, I would hope that all in our membership would share in this spirit, both in their Christmas and New Year's observances and in their work for LULAC.

The fraternal spirit of Christmas is embodied in the unifying expression of our motto; and if we are to succeed, not only as an administration, but as an important national organization, we must abide by those words, laying aside pride, envy and personal ambition for the welfare of all of those who join in our vital work.

And when the time comes for retrospection and introspection at the ebb tide of the year we should pause to note the long road ahead, and we should resolve that our determination to do good work for LULAC should be strengthened and that it shall be supported by our redoubled efforts every day on behalf of our League.

On a personal basis, and in behalf of my family, I want to express our wishes for a joyous Christmas and a fruitful New Year to you and yours.

WILLIAM D. BONILLA
National President of LULAC

CHARTER PRESENTATION TO SOUTHSIDE SAN ANTONIO COUNCIL

District Director Tony Cruz, appointed LULAC Past National President Dr. George J. Garza to present Charter to newly organized Southside San Antonio Council No. 403 to the local President Esteban Sosa.

District Director Tony Cruz appears standing next to Dr. Garza.



PRESENTATION OF QUEEN'S TROPHY

Miss Peggy Gonzalez was the recipient of the 1964-65 Queen's Trophy. She was named Queen for Texas District 1 by its Director Tony Cruz at the District 15 Coronation Ball. This is their second under the director of Dist. Director Tony Cruz.



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LULAC LEADER

An outstanding citizen, Brother Ruben Flores, now serves as the President of LULAC Council 365, Las Cruces, New Mexico. In addition to this civic endeavor, Brother Flores has a superior record of citizenship.

Born in 1917, the Council 365 President is married and has three children. Mrs. Manuela Flores; daughters, Carmelina and Freda, and son, Arthur; make their home with Ruben at 418 E. Amador, Las Cruces, New Mexico.

In 1938, Brother Flores joined the Merchant Marine, receiving his training aboard the USS American Seaman, out of St Petersburg, Florida. From 1939 to 1941, he sailed as a crew member aboard the luxury liner SS America, out of New York. In April 1941, Brother Flores enlisted in the U.S. Army and was assigned to the 200th Coast Artillery Corps, Battery D. Soon after enlisting he was transferred to the Philippine Islands and served on Luzon until captured by the invading Japanese at Bataan in April 1942. After surviving the infamous "Death March" he spent the remaining war years as a prisoner of war of the Japanese in camps at Cabanatuan; Lipa; Batangas; Billibid Prison, Manila; Zablan Field, Manila; Taiwan, Formosa; and Kosaku, Japan. The end of the war with the Japanese served to make him a free man.

After a period of recuperation, he was separated from the U.S. Army in the grade of Staff Sergeant. After returning home, he was employed by the Las Cruces Police Department from April 1946 to August 1951. At this time he entered federal employment at White Sands Missile Range, the world's largest overland missile range, where he is still employed as a supervisor.

Additionally, he is an active and participating member of the Disabled American Veterans (DAV), Veterans of Foreign Wars (VFW), American Legion, Bataan Veterans' Organization, X-Prisoners of War (X-PW), Chicos and LULAC.

Since the establishment of his Council he has been one of the most supporting members and attends all National, State and District Conventions of LULAC.

All for One--One for All

There is nothing in the world so much admired as a man who knows how to bear unhappiness with courage. —LUCIUS SENECA

Sorrow is the mere rust of the soul. Activity will cleanse and brighten it. —SAMUEL JOHNSON

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Photo by Pete Vasquez

Carlos Garcia, Master of Ceremonies for TV Channel 13, "Cita Con Trece" places the crown of "Rey Feo 1964" on the head of Abel Chapa, member of Houston LULAC Council #60.

The Crown of "Rey Feo" has been worn by Mr. Manuel Ortiz ever since 1951. At that time the Houston Ladies LULAC Council #22 sponsored the crowning ceremonies.

Rey Feo 1964 Crowned in Houston

LULAC Council #60 of Houston sponsored a fund raising social affair to help their candidate Abel Chapa win the "Rey Feo" election. Campaign Manager, Dominic Guerra was ably assisted by Jose Ramon, Secretary of Council #60 put in time and effort to bring the campaign to a successful close.

The Fiesta was held at the "Patio LULAC," 3004 Bagby Street. The Affair was well attended and those participating enjoyed the lively music and songs of a twelve "Mariachis" orchestra.

The money raised at this social function assured candidate Chapa of winning the coveted crown of "Rey Feo 1964".

Sponsored by the Houston Downtown Lulac Council #389, the crowning ceremonies of "Rey Feo 1964", was a complete success. Carlos Garcia, Master of Ceremonies for TV Channel 13, placed the crown on the head of our Abel Chapa and proclaimed him "Rey Feo 1964".

All monies collected from the "Rey Feo" event will go to educational and civic projects in the Houston area.

The membership of Council #398 is looking forward to having a bigger and better "Rey Feo" event next year as many more civic and social organizations will participate.



EL PASO LADIES:

Residents of the Sacred Heart Old Age Home at 920 South Oregon Street were treated to a Thanksgiving Dinner by Ladies Lulac Council No. 9, last Thanksgiving day.

The menu consisted of roast turkey with dressing, creamed carrots, peas, potato salad and for dessert German chocolate cup cakes topped with icing were served. A choice of grape juice, milk, wine or coffee was had.

Immediately after the prayer and blessing of the food by Father Gafford of the Sacred Heart Church, the food plates were carried to the rooms of the seniors by the Lulac Ladies. After dinner a box of delicious apples, donated by Jaquez Produce Company, was passed around to all the residents.

Headed by Mrs. Victor Drusina and assisted by Mrs. Albert Valdez, Mrs. Raymond Santos, Miss Esther Drusina and National Secretary Mrs. Ramiro Robles served the food to the residents.

Those who assisted the Council No. 9 Ladies were Ramiro Robles and M. J. (Uncle Mike) Romo of Councils 132 and 8, respectively.

There are about 50 residents living at the Sacred Heart Old Age Home, one of which is Mrs. Longina Becerra, who is about 114 years old. She stated that she was born about the year 1850. She is a tall good looking woman and must have been a beauty in her early womanhood. She is deaf and blind.

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LULAC IN ACTION

Council 349 held an annual Halloween dance October 30, 1964.

Gary Council 295 held a benefit dance for young Jenkins who was injured and disabled. Working as hard as ever was Gus Zamora, past Prexy.

Seen at Chicago's Black and White formal ball were the following Lulackers from Indiana; Angel de Soto, president 295; Rudy Castillo, President 349; Bob and Ann Vasquez, Jesse Ramos, Enos and Francis Guanajuato, Celia F. Martinez, 2nd Natl. VP; Adolph and Terry Serna, Arturo and Linda (no relation to Lyndon) Johnson. all of Council 349 Indiana State meeting was held October 29, with the Hon. E. Edward Modesto, State Director presiding.

The Men's Council of Port Arthur float entered in the Cav-Oil-Cade parade won first place. It held a "Queen's Ball" on October 17.

The Ladies' Council of Port Arthur is going to hold a Xmas Party Dec. 3 at the Pear Ridge Town Hall at 7 p.m. Miss Olga Vigil and Mrs. I. Ramirez were initiated recently as members. It held a dance on Nov. 21.

Half the world is composed of people who have something to say and can't, and the other half who have nothing to say and keep on saying it.

—ROBERT FROST


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| Dr. George I. Sanchez Center for Int. Education The University of Texas Austin, Texas | X | X | * | | | | | | |

SUPREME COUNCIL MEETING HELD AFTER
NATIONAL CONVENTION CORPUS CHRISTI,
TEXAS June 28, 1964

Supreme council Meeting was called to order by newly elected National President, William Bonilla, at the Robert Driscoll Hotel, Corpus Christi, Texas, at 4:30 p.m.

The Supreme Council Meeting was called to order by newly elected National President, William Bonilla, at the Robert Driscoll Hotel, Corpus Christi, Texas, at 4:30 p.m.

National Officers Present:

William Bonilla, National Vice-President
Jess Vela, 1st National President
Mrs. Sally Martinez, 2nd National Vice-President

State Directors Present:

David Adame, Texas
Jose Flores, Wisconsin
Bob Alanis, Illinois
Joseph Gomez, Iowa

The subject of the recently hired Business Manager, Mr. J. C. Machuca, was brought up. Mr. Jess Vela made a motion, seconded by Mr. Jose Flores, that Mr. Bonilla and Mr. Andow, National President and Immediate Past National President, respectively, be given the authority to discuss and do as they see fit regarding said Business Manager. Motion passed.

Mr. Paul Andow reported on the recently signed contract with International Advertising of El Paso, for publication of LULAC NEWS. Said contract is for three months, with the company taking the first \$50.00 and dividing any monies thereafter on a 50-50 basis. This matter will be discussed more fully at the time Mr. Bonilla visits El Paso on July 4.

Motion made by Mr. Bob Alaniz, seconded by Mr. Jose Flores, that no checks be issued until Mr. Bonilla gets together with Mr. Andow on dates mentioned. Motion carried.

It was moved by Mr. Jess Vela that Mr. Bonilla, Mr. Paul Andow and Mr. David Adame use their discretion concerning the business administration of the League until the next National Supreme Council Meeting. Seconded by Mr. Bob Alaniz. Motion passed.

It was moved by Mrs. Sally Martinez and seconded by Mr. Bob Alaniz that the following statement be published in the minutes of this Supreme Council Meeting, and that it be approved by acclamation. Motion passed:

The National Assembly, fully convened, commends the Imm. Past National President, Mr. Paul Andow, and all his staff, for the wonderful work during his administration. Further, that immediately after the convention adjourned, Mr. Andow met with all the elected National Officers and State Directors present and that we wish to express our appreciation and gratitude for giving us this extra time from his schedule, in view of the fact that he has been working for three full days at the National Convention.

Mr. Bob Alaniz made a motion, seconded by Mrs. Sally Martinez, that a special Supreme Council Meeting be held in Tacine, Wisconsin, Saturday, August 29, 1964, or in alternative, in Chicago, Illinois. Motion carried.

It was moved by Mrs. Martinez and seconded by Mr. Alaniz, that no committees be appointed by the National President until said special Supreme Council Meeting. Motion passed.

Mr. Paul Andow reported that the following councils had submitted application for charter:

Del Rio #18, Reactivated; Monrovia #398, New; Pico Rivera #399, New; and Hurley #400, New.

Mr. Jose Flores moved that charter be granted to said councils. Seconded by Mr. Joseph Gomez, Motion passed.

Mr. Paul Andow moved that Honorary Membership be extended to Mr. Malcolm McGregor for the many services rendered to LULAC. Seconded by Mr. David Adame. Passed unanimously.

The First Regular Supreme Council Meeting will be held in California during the month of November. Exact place and date will be announced later.

Meeting adjourned at 5:45 P. M.

Respectfully submitted,

Raquel Perez
Acting Secretary

SPECIAL SUPREME COUNCIL MEETING
AUGUST 29, 1964
RACINE, WISCONSIN

Meeting opened at 11:35 A.M. by Brother Jose Flores, Jr., Lulac State Director for the State of Wisconsin.

Official Prayer was given by Brother Benjamin Garduno.

Pledge of Allegiance was also given by Brother Benjamin Garduno.

Brother Jose Flores introduced our Lulac National President Honorable William D. Bonilla, and turned the chair over to him.

Brother Bonilla took over the meeting and made the following appointments for the Supreme Council Meeting:

Sergeant-at-Arms

Brother Richard Valdez, Jr.
Secretary

Sister Linda Malacara

Chaplain

Brother Benjamin Garduno

Brother Bonilla called out members of the Supreme Council to determine whether or not we had enough members to have a quorum. Members present at this time were as follows:

2nd National Vice President,

Sister Sally Martinez

State Director, Illinois,

Brother Bob Alaniz

State Director, Indiana,

Brother Edward Modesto

State Director, Wisconsin

Brother Jose Flores, Jr.

Meeting was recessed at 12:00 M. for lunch.

Meeting reconvened at 2:00 P.M. by Brother William D. Bonilla, Lulac National President.

Roll call of members of the Supreme Council. Following members were present:

2nd National Vice President,

Sister Sally Martinez

State Director, Illinois,

Brother Bob Alaniz

State Director, Indiana,

Brother Edward Modesto

State Director, Iowa,

Brother Jose Gomez

State Director, Wisconsin,

Brother Jose Flores, Jr.

State Director, Minnesota,

Brother Joseph Lucero

Brother Bonilla suggested each state make arrangements to send their State Director to California for the regular Supreme Council Meeting in November of this year.

Brother Bonilla stated that he wanted nominations from State Directors to assist the following:

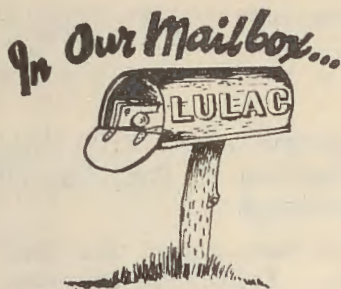
National Director of Public Relations; National Director of Education; and National Director of Health (Doctor).

The meeting at this point was opened for general discussion. The topics were discussed as follows:

Constitutions, cost and printing; Lulac pins; Lulac press; membership list for mailing address; Education; Trying to increase membership in Mid-west; and Resolutions.

Sister Margaret Lujan, Council 300, Chicago, Illinois, asked how much power a State Director has over councils. Can a State Director take over committees from councils, and, if so, do other councils have the authority to vote on this particular committee?

Continued on page 17



Luciano Santoscoy, Editor.

Congratulations on the magazine type new issues! You people in El Paso really have put a lot of effort forth. All those ads are the evidence. A well deserved pat on the back to all the ad getters and the staff for the wonderful format of the LULAC News.

Well, my dear Luciano, keep up the grand work in El Paso y de paso saluda al fino amigo Richard Telles, al siempre simpatico Lic. "A Todo Mariachi" Albert Armendariz and his charming better half and all the truly swell people I've met out there through our beloved League.

Si humildemente puede serle util algun diapor esos lugares me tienes a tus ordenes. I am sure you know my brother Bob Vasquez and his wife Ann as they have been much more active in the League than I

I hope that in a couple of years we will again hold our National Convention in El Paso. I love it out there! I'M a native Texan and no other city in Texas can beat El Paso as a convention site.

Yours for a greater LULAC
Terry Serna
East Chicago, Indiana

NOTICE:

This issue of LULAC NEWS, like the September issue, was published at a profit to the National Office.



Gary Council 295 gets bowling duds.



Mr. E. Sosa, president of Southside San Antonio, Tex., Council No. 386.

APEX INN

1900 E. Yandell

532-0592

Serving the Best Hamburgers and

Home-Made chili in Town!

Season's
Greetings



Louis M. Gamez Agency

Auto — Life — Fire — Terms

Continental Casualty Co.

4804-B Dyer

565-1379

MENGES DISPOSAL, INC.

INSTALL A MENGES GARBAGE
DISPOSER IN YOUR HOME!
FREE ESTIMATES

PR 2-1561

LY 8-7714

AUTOBIOGRAPHY


MR. ESTEBAN SOSA

President Southside San Antonio
LULAC Council No: 403

Mr. Esteban Sosa, was born in Laredo, Texas, Aug. 3, 1925. He is married to Guadalupe Martinez, also of Laredo. They have four children, Raquel, who is a Sophomore at Our Lady Of The Lake College, Esteban, Jr., a High School student, David and Victor Sosa. Mr. Sosa served in the U.S. Navy during W.W. II and the Korean War. He was assigned to the Amphibious Forces in the Pacific area of war. Mr. Sosa, is a graduate of the Laredo Jr. College, Draughton's Business College, San Antonio, Texas and also successfully completed the Statistical Analysis, Data Processing and Programming Career Field and the Statistical Services Officers Course conducted by the Air University, Gunter Air Force Base, Alabama.

Mr. Sosa is employed by the Aerospace Medical Division, Brooks Air Force Base, San Antonio, Texas. He is the Chief of the Programs and Procedures Branch, in the Data Systems and Statistics Division.

His hobby is working with children. He is very active on Boys Scouting and is also a manager of the Harlandale Western Little League team.

 MERRY
CHRISTMAS

STEWART
Title Guaranty Co.

48 N. Kansas
El Paso, Texas

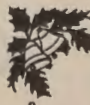
HAPPY
HOLIDAYS

Collins Electric Co.
8148 N. Loop 598-6911
EL PASO, TEXAS

Holiday Greetings
ROSEDALE CLEANERS
7317 DALE RD. PR 2-2366
El Paso, Texas

Season's Best
Burton Sheet Metal Wks.
1035 EASTSIDE EL PASO, TEXAS

Season's Greetings
QUEEN ANNE BAKERY
414 N. OREGON EL PASO, TEX.

 *Greetings*
KESSEL'S
PUMP SERVICE
3030 Alameda 533-6421

Christmas
Blessings



IGLESIA SAGRADO
CORAZON

Horas De Las Misas
Dias Ordinarios
6:00-6:30-7:15 & 8:00
Los Domingos Y Dias
Festivos
5:15-6:00-7:00-8:15-9:30
10:45-12:00-5:00 P.M.
602 S Oregon-----532-5447

Christmas Blessings
ST. MATHEW
CATHOLIC CHURCH
EL PASO, TEXAS
Sun. Mass: 7-8-10-11:30 AM-5:30 PM
Holy Days 6:30 AM-5:30 & 6:30 PM
Rev. Arthur F. O'Sullivan - 584-3461
600 SUNSET

Season's Greetings
Yucca Mobile Home Sales
MARLETTE & SKYLINE FINER
BUILT MOBILE HOMES
7360 ALAMEDA PR 2-7716

Season's Best
Timbas Cocktail Lounge
308 S. TORNILLO
533-0272 EL PASO, TEXAS



Holiday Greetings
Los Angeles Body Shop
3601 E. San Antonio
533-8122
El Paso, Texas

Merry Christmas
and a
Happy New Year
Guarantee Title Co.
102 N. Kansas
El Paso, Texas

NOTES FROM THE HOME
(Continued)

Secondly, through correspondence with the State Superintendent of Public Instruction at Austin a certain discriminatory practice was removed and settled. In many places in Texas where public high schools were located it was the practice not to permit Spanish speaking students to attend the high schools. The State Superintendent of Public Instruction issued an ultimatum to the local school boards advising them that the Texas state school funds would be withheld should they insist on barring Latin American students from attending the state high schools.

We have said it before and we will say it again that the Martinez administration has a very marked distinction: It was Lulac's Golden Era in the State of New Mexico.

All for One--One for All

HOW LULAC WEEK....

(continued)

Publicize through action! The best method of publicizing LULAC is to express the ideals of LULAC through action, keeping the general public informed about what your LULAC Council is doing for the community.

TIGUA
General Hospital

7722 N. Loop PR 2-1488

Royal Lodge

1401 N. MESA

KE 3-2404

EL PASO, TEXAS

Plaza Motor Hotel

Special Family Rates
CENTER OF DOWNTOWN

Josephine and Harold Wheeler

LIEGGI REALTY

RESIDENTIAL COMMERCIAL - FARMS & RANCHES

9640 Dyer St.

751-2341

8601 Dyer St.

751-2342

AQUA POOLS Sales & Service

EQUIPMENT & CHEMICALS FOR SWIMMING POOLS

6931 ALAMEDA

PR2-4781

Country Club Bus Lines

BY THE HOUR, BY THE MILE

BY THE DAY

711 W. MAIN

JOE C. YARBROUGH

Builder of Better Homes

1812 Hunter Rd.

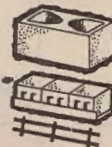
El Paso, Texas

For Quality Building Materials, Call . . .



PHONE 772-1451

BUILDING PRODUCTS CO.



CONCRETE MASONRY BLOCK • STRENGTH FLOORS & ROOFS
• ATLAS EXPOSED AGGREGATE CONCRETE • PRESTRESSED
• PRECAST STRUCTURAL CONCRETE • DUO-WIRE MASONRY
REINFORCEMENT • ATLAS VOLCANIC AGGREGATE FOR INSULATION
ROOFING & LIGHTWEIGHT CONCRETE • STUCCO • SAKRETE
• SUNSET BRICK* & STONE • SOLAR SCREEN BLOCK •
CALCEMENT PAINT • FIESTA STONE • PRECAST LINTELS •
TONGUE & GROOVE FENCE BLOCK

*a limestone product

SPECIAL SUPREME COUNCIL MEETING

Brother Bonilla called a recess at this time (3:35 P.M.)

Brother Bonilla reconvened the meeting at 3:45 P.M. and stated that the answer to Sister Lujan's first question was in Article VI, Section 2 of the constitution. The State Director has as much power as to remove a District Director if he is not carrying out his job properly.

Sister Margaret Lujan, Council 300, Chicago, Illinois, stated that the reason this was brought up was because every year the city of Chicago has a Folks Fair and there is Lulac participation at this fair. In the past only one council had the fair project and at that time, half of the proceeds went to the State Scholarship Fund and the other half went to a Youth Camp Group Fund that the council was helping to sponsor. Now, after two other Lulac councils have entered the Folks Fair project, it was voted by a committee from the three councils that all proceeds go to the State Scholarship Fund.

Brother Joseph Lucero, Deputy State Director, Minnesota, made a motion, (after lengthy discussion), that proceeds of the Folks Fair project of Chicago, Illinois, be divided equally among the participating councils and that each council decide what they want to do with its share of its proceeds, as long as it is in accordance with the constitution. Brother Jose Flores, State Director, Wisconsin, seconded the motion. Motion passed.

Brother Bonilla gave the following appointments to be approved the Supreme Council:

National Secretary, Belen Robles;
National Treasurer, Arturo Vasquez;
Business Manager, J. C. Machuca, Executive Director, Carlos Truan;
Legal Advisor, John J. Herrera; Executive Secretary, Romelia Guerra;
Chaplain, Paul Silva; Parliamentarian, Manuel Reyes - Chicago;
National Director of Youth Activities, Frank Garcia - Chicago; National Di-

rector of Health, Dr. Cleotilde Garcia, MD; National Director of Publicity, David Lopez; National Organizers, John Solis and Bob Vasquez; Education, Felix Tijerina - Houston; Legislation, Eduardo Pena, - Washington, D.C.; Insurance, Bob Cruz, - San Antonio; Committee of Lulac Corporation, Past National Presidents headed by Frank Valdez.

Brother Flores, State Director, Wisconsin, asked if Legal Advisor and Legislation were attorneys.

Brother Bonilla stated that the Legal Advisor was an attorney but the Legislator did not have to be an attorney.

Brother Joseph Lucero, Deputy State Director, Minnesota, made a motion that all of the appointments made by the National President be approved as a whole.

Brother Joe Gomez, State Director, Iowa, seconded the motion. Motion Passed.

Brother David Lopez, National Director of Publicity was given the floor to discuss his project of a Lulac magazine. The magazine would be on slick paper, good production and subscription for magazine would be \$5.00 per year (\$1.00 to go to council selling the subscription). National ads such as Texaco and Pepsi-Cola would have to be sold and councils would need to let National Publicity Chairman know of anything newsworthy immediately in order for this magazine to be successful.

Brother Joseph Lucero, Deputy State Director, Minnesota, made motion that Supreme Council empower Brother Lopez, National Director of Publicity, to carry out his project of a Lulac magazine.

Brother Edward Modesto, State Director, Indiana, seconded the motion. Motion Passed.

Brother Bonilla named Benjamin Garduno, Council 301, Kenosha, Wisconsin, and Margie Ruis, East Chicago, Indiana, to be appointed to

Continued on page 19



Exchange Vows in Double Ring Ceremony

Miss Carolina Alicia Santoscoy and Mr. Glenn Michael Ihde were married in a double ring ceremony Saturday November 7th, at St. Patrick's Cathedral in El Paso. Father Getz officiated.

Carolina Alicia is the daughter of Mr. and Mrs. Luciano Santoscoy of El Paso, Texas. Mr. Glenn Michael is the son of Mr. and Mrs. Orville Ihde of Wichita, Kansas.

The bride is a graduate of Texas Western College in El Paso and a student of Wichita State University. A member of National Education Association, member of the American Association of University Women. A past president of Phrateres International, a past editor of Cayope a catholic publication, a former member of Junior Lulac.

Mr. Ihde is a part time student at Wichita State University and an employee of Hartwell - Baxter and Associates, an architect firm.

They will reside in Wichita, Kansas.

All for One--One for All

Dropouts

By William A. Burgett
Instructor Texas Western College

The problem of school dropouts is a problem that is of community concern and also of personal concern to every parent. If our child is not a dropout he may have to support the next child who is a dropout and he may suffer from the same problems that make that child a dropout.

The first four reasons given for dropouts are:

- a. Frustration (unable to do school work)
- b. Lack of interest in academic work
- c. School program did not fit pupil needs
- d. The administrators and teachers were not genuinely interested in the pupil.

Those youngsters not motivated toward academic work and those not properly prepared at the basic levels become dropouts. Tests show that over 75% of dropouts are poor readers. Poor reading leads directly to frustration and lack of interest in academic work.

More attention to reading ability and correction of individual reading problems would help every youngster. In the high schools of the nation 25% of each grade reads two grade levels below his position in school. Spanish speaking youngsters have a double problem in reading English well. Reading tests and remedial reading instruction will provide improvement and other methods for helping the children should be used.

Groups of parents interested in helping the children should appeal to the school board to take specific action and should support candidates determined to act to meet the dropout and the related problems.

THANK
YOU...

LULAC is deeply appreciative to all individuals and business firms who have contributed so generously with their ads to make this edition a success.

SPECIAL SUPREME MEETING

assist National Director of Publicity form the Mid-West.

Brother Bob Alaniz, State Director, Illinois, made motion that the two appointments to assist the National Director of Publicity be approved.

Brother Jose Flores, State Director, Wisconsin, seconded the motion. Motion Passed.

Brother Bob Cruz, National Director of Insurance, was given the floor to speak on the Insurance Program. He stated we would be insured by Girard Insurance Company, \$10,000 Life, and that 7% of monies made from premiums on first year will go to the Lulac Treasury and after the first year 5% of monies made from premiums will go to the Lulac Treasury. No money will be coming out of the Lulac Treasury to sponsor this project. Age limit is 60 years of age but that will be changed.

Brother Jose Flores, State Director, Wisconsin, made a motion that we accept the Insurance Program.

Brother Joseph Lucero, Deputy State Director, Wisconsin, seconded the motion. Motion Passed.

Brother Bonilla, National President, read the minutes of the Supreme Council Meeting, held on June 28, 1964.

Sister Sally Martinez, Second National Vice President, made motion that minutes of the Supreme Council Meeting of June 28, 1964, be approved as read.

Brother Edward Modesto, State Director, Indiana, seconded the motion. Motion Passed.

Brother Bonilla, National President, stated that at the last Supreme Council Meeting the Treasurer's report showed National Treasury to have \$13,500.00 as of May 31, 1964. After May 31, 1964, \$2,500.00 was withdrawn by the past administration. Then outstanding bills were paid by new administration and after all that was paid out that left the National Treasury with no money. FHA was after LULAC to pay \$5,475.00 that Villa Del Norte Apartments owed, so the \$5,000 that was in a trust fund for an emergency was withdrawn to pay this bill. \$3,000 was received

by National President but after paying other outstanding bills, which included the LULAC printing press and expenses of National President to Washington, D. C., that leaves approximately \$800.00 in National Treasury.

Brother BONILLA, National President, further stated that LULAC homes is costing more to keep it in operation than we are drawing from rentals. LULAC homes is draining our National treasury. Also, we are not using LULAC printing press because we can get printing done at less cost through commercial printers. It has been suggested that we sell LULAC homes and the LULAC printing press. Brother BONILLA requested a decision of the Supreme Council.

Brother Bob ALANIZ, State Director, Illinois - made motion that if National President feels it is practical to sell press, that he do so, if necessary.

Brother Joseph LUCERO, Deputy State Director, Minnesota - seconded the motion.

MOTION PASSED.

Brother Joseph LUCERO, Deputy State Director, Minnesota - made motion that Brother William BONILLA (National President), Mr. Berroteran and Mr. Jacquez be given the power to make decision to sell LULAC homes if it became necessary.

Brother Bob ALANIZ, State Director, Illinois - seconded the motion.

Brother William D. BONILLA, National President - commented that he had organized councils in New York, Virginia, Washington, D.C., Oklahoma and in Louisiana. By November of this year they should be new councils from these states in LULAC. "Its' easy and I have only been in office 60 days".

There being no further business to discuss or to be brought before the Supreme Council, the meeting was declared adjourned at 6:30 P.M. by our National President, Brother William D. BONILLA.

Respectfully submitted

/s/ Benjamin E. Garduno
BENJAMIN E. GARDUNO

How **LULAC WEEK** May Benefit Your Local Council



MR. CHAIRMAN:

A once in a life time opportunity has come your way! YOU have been given the privilege of spurring the activities of your Council during LULAC'S thirty-sixth anniversary celebration.

The thirty-sixth Anniversary celebration will open on the week of the 17th of February, LULAC'S birthday, and close on the final day of the National Convention June 1965. Most of the planning and work will need to be done right away, however.

When planning the work of your committee, you should keep in mind at all times the two-fold purpose for which it has been set up;

1. To fully inform your own Council members about the history, ideals and program of LULAC.
2. To inform the general public about the activities of your Council and the LULAC program.

Yours is a special committee, its size will vary with the size of the Council, but in any event members will have to be carefully selected by your Council president to represent each of the avenues of LULAC service.

You will be expected to coordinate and supervise the activities of your committee members and when necessary, to inspire them to their best efforts. You, as Chairman, will keep the president and the board of directors informed of, and secure agreement to, and recommendations for the Thirty-sixth Anniversary.

Hold committee meetings of your committee at regular intervals to plan ahead and to review the progress that has been made.

Your committee will doubtless be able to suggest many phases of activities which you can get underway at once. A few suggestions are:

1. Have your Council prepare, or bring up to date, a complete history of the Council which can be used in obtaining desirable publicity.
2. Plan Council programs during the Anniversary period to emphasize LULAC information and to deal with the broad program of LULAC as set forth in its Code.
3. The Supreme Council of LULAC is urging that each Council adopt a special Thirty-sixth Anniversary project.
4. Plan an Intercity Meeting to be held during the Anniversary period.
5. Plan Anniversary Ladies' Night Meeting.
6. Plan for the exchange of Thirty-sixth Anniversary greetings with other Councils.
7. Plan a joint Seniors-Ladies' Juniors picnic.
8. Plan a social hour for foreign exchange students.
9. Begin preparation of:
 - (a) Special articles, pictures, etc., for a series of stories about LULAC in the newspapers.
 - (b) Radio and Television program in observance of the Anniversary.

continue

Where are you going??

To

RUDOLPH CHEVROLET

415 W. San Antonio

J. E. MORGAN & SONS

General Contractors and Engineers

ANAYA PRINTING & MULTILITH SHOP
PRINTING IN
ENGLISH AND SPANISH
EMBOSSING - POSTERS
719 Myrtle-----533-0872

PRINCE JANITOR SERVICE

24-HOUR SERVICE

815 E. Yandell

532-7184

**HOTEL
PASO DEL NORTE**
S. EL PASO AND W. SAN ANTONIO
RAY WRIGHT, MGR.
— KE 3-2421 —

CHAVEZ SIGNS

WALLS — BULLETINS
WINDOWS
TRUCKS & TRAILERS
"Our Signs Don't Cost —
— They Pay"

2521 Wyoming-----533-2942

ABC Weaving Shop

1607 Wyoming

KE 2-2291

**A L ' S
DEL CAMINO NURSERY**
ROSE BUSHES, SHRUBS OF ALL KINDS
116 S. CONCEPCION 772-3648

LOS ALAMOS
GROCERY STORE
1321 E. 12TH
532-0090

HUGO'S
WINE - LIQUOR - BEER
FAST DELIVERY
606 N. MESA KE 3-3441
2730 MONTANA LO 5-2791

**TRI-JOE'S
AUTOMOTIVE**
DIESELS - CARS - TRUCKS
3030 E. YANDELL 566-6851
EL PASO, TEXAS 566-4067

ASK FOR
**SOUTHWEST
CANDY**

COX BAKERIES
BASSETT CENTER
772-1964

EL RANCHERO No. 1
106 S. FLORENCE

EL RANCHERO No. 2
308 MONTANA

FINE MEXICAN AND AMERICAN FOOD
BOB FERGUS, OWNER

EXPERT GROOMING

Poodles & Young or Small Dogs

Dial 772-1001

PICK UP & DELIVERY GRATIS.

6220 ALGONQUIN

772-1001

FELIPE DURAN FARMS

LY 8-7111

LY 8-2432

ORIENTAL FURNITURE COMPANY

214 S. STANTON

KE 2-5532

FARMERS INSURANCE GROUP

AUTOMOBILE - FIRE - LIFE - COMMERCIAL

4663 MONTANA

566-2961

APACHE PETROLEUM CO.

2209 MILLS

533-8121

FARNSWORTH MOTEL

CLEAN COMFORTABLE UNITS

4635 MONTANA

LO 6-3988

S & H BUSINESS EQUIPMENT CO.

ELECTRICS, PORTABLES, STANDARD,
ALL MAKES & MODELS.
WRITTEN GUARANTEE

620 E. YANDELL

533-6966

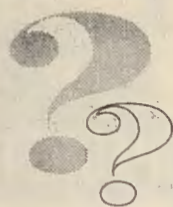
Ernie Pone's



EL PASO MACARONI CO., INC.

6908 COMMERCE AVE.

EL PASO, TEXAS 79915



Did you know that...

JEWS SECOND LARGEST GROUP TO VOTE FOR PRESIDENT

According to the Voter Profile Analysis used by the Columbia Broadcasting Company the Jewish vote for the President Johnson was about 90%, just about 5% below that cast by the Negro.

Nine Jews were reelected to the House and six more were elected, five for the first time. Most of the Jewish candidates were elected by large margins. Sydney R. Yates regained his seat in Illinois. He had given it up to run for the Senate in 1962.

Modesto Gomez of El Paso became President when Ben Osuna of Albuquerque joined the Armed Forces and resigned. Atty. Osuna's term, to date, is the shortest that any LULAC National President has served.

The LULAC National Home was bought during Hector Godinez administration. This is the first permanent home office LULAC has had in its 35 years of existence.

Atty. John J. Herrera demonstrated real sportsmanship and dedication to the League when he voted for Dr. Geo J. Garza his opponent; the vote needed to swing the election either way.

One Judge J. T. Canales offered LULAC \$26,000.00 in scholarships for distribution. LULAC to make the selections of the recipients. LULAC never picked up the offer. Judge Canales is a Past National President.

Dr. Jose Maldonado of Santa Fe, is the only medical man to have served as President of LULAC to date.

To stop discrimination in the public schools LULAC has gone to court on three different occasions; the administrations of Arnulfo Zamora of Laredo, Raul Cortez of San Antonio and Atty. Albert Armendariz of El Paso.

El Paso, Texas has produced five National Presidents, Modesto A. Gomez, Atty. Frank Galvan, William Flores, Atty. Albert Armendariz and Atty. Paul Andow.

*you live better
electrically*



**EL PASO
ELECTRIC
COMPANY**

LAS CRUCES • ANTHONY • FABENS • HATCH • SIERRA BLANCA
VAN HORN • YSLETA • CHELMONT & DOWNTOWN EL PASO



**Whitten
Furs**

PHONE **533-5543**
615 MONTANA

EL PASO PIPE & SUPPLY CO.

**Fittings For Every Purpose
New & Re-Conditioned Pipe**

6914 Industrial Blvd.

PR 8-4431

FOOD MART

SGH GREEN STAMPS

13 Convenient Locations

In El Paso

EL PASO WHITE TRUCK COMPANY

HARRY GRAHAM, Mgr.

1815 E. Paisano Drive

Phone LI 2-1631

BEST WISHES

LEAVELL, BARNES & BROWN

General Insurance

816 Montana

Phone 532-1647

V. L. McAnallys SHELL SERVICE & GARAGE

WE PICK UP AND DELIVER

8600 Dyer

755-4621

-WALT SEANEY-

REPRESENTATIVE

Courtesy



PHONE 778-3383

5815 MONTANA AVE.

PASSENGER CARS AND TRUCKS

GREETINGS
FROM

BIG 8 STORES AND SUPERMARKETS

Home of TRIM-RIGHT MEATS

Royal Stamps with Every Purchase

TEX-TOGS, INC.

MAREZ FOOD MARKET

SPECIALIZING IN FRESH MEATS

Daily 8 a.m.-7 p.m.

Sundays 8 a.m.-12 Noon

PEDRO MAREZ, Owner

3417 Alameda

KE 2-7821

GREETINGS FURR'S SUPERMARKETS

PARKIN'S CAFETERIA

FOX PLAZA DOWNTOWN

BUFFET CATERING
FOR ALL INFORMAL
OCCASIONS — SERVING
GROUPS OF 25 TO 200

CALL
772-4418, MR. PARKIN
FOR INFORMATION

ABC Weaving Shop

1607 Wyoming

KE 2-2291

VALLEY Red Rooster Drive In

6390 Alameda

722-0682

El Paso Federal Savings & Loan Association

517 N. KANSAS
8512 DYER

KE 2-3945
SK 1-1236

GREETINGS

TEX MFG. CO.

SEYMORE & BEN BENDLIN

TEN WAYS TO KILL A COUNCIL
(Tried and proved)

1. Don't come to the meetings
2. But if you do come- come late.
3. If the weather doesn't suit you, you have a good excuse for not attending.
4. If you do attend a meeting, find fault with the work of the officers and other members.
5. Never accept an office; it's easier to criticize than to do things.
6. Nevertheless, get sore if you are not appointed on a committee, but if you are appointed do not attend the committee meetings.
7. If asked by the president to give your opinion on an important matter, tell him you have nothing to say. Afterwards tell every one how things should be done.
8. Do nothing more than absolutely necessary, but when other members roll up their sleeves and willingly and unselfishly use their ability to help matters along, howl that the council is being run by a clique.
9. Hold back your dues as long as possible or don't pay at all.
10. Don't bother about getting new members-let George do it.

Anonymous

Merry Christmas and a Happy New Year

Lee's Salon

THE MOST FASHIONABLE HAIR STYLING

"Our Reputation is your Safeguard"
Individual Hair Shaping-Body Perms.
Late Appointments Tues. and Fri.

1817 MONTANA AVE.

533-2050

Season's Greetings

MANUEL'S
SWEEPER MART
610 E. Yandell Dr.
533-4512 El Paso

GOODMAN INVESTMENT
CO. Says:

Merry Christmas
909 S. El Paso
532-5083
El Paso, Texas

Mrs. Freese wishes

Merry Christmas

S.E. FREESE & CO.
Mills Bldg.
El Paso, Texas

Greetings

EMMETT POULTRY
& EGG COMPANY

150 N. Piedras St.
533-4921
El Paso, Texas

Merry Christmas

EQUIPMENT
SUPPLY CO.

1600 E. Paisano Dr.
Dial 533-3691
El Paso, Texas

Season's Greetings

EL PASO
WASTE MATERIAL CO.

715 E. 5th S Ave.
Dial 533-9432
El Paso, Texas

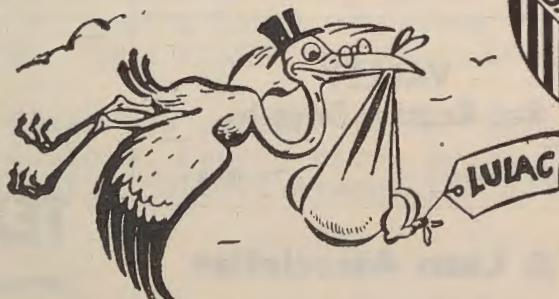
Holiday Greetings

SAMUEL FANT STUDIO
806 Montana
533-7228
El Paso, Texas

ROY HECKER & SON
MACHINE WORKS

2330 Myrtle Ave.
Dial 532-1408
El Paso, Texas

List of New,
Reorganized and
Reaffiliated
Councils During
the Past Year



Del Rio # 18
Monravia # 398
Pico Rivera # 399
Hurley # 400

| | | |
|---|--|--|
| <i>Holiday Greetings</i> Brooker Building Products 1817 MAGOFFIN 532-1653 | <i>Season's Greetings</i> Jack & Jill Kiddie Shop 7026 Alameda 772-3498 EL PASO, TEXAS | BORZI DRAPERY SHOP 4029 MEMPHIS 565-6051 El Paso, Texas |
| R. C. SCHWARZ HEATING & COOLING COMPLETE SHEET METAL 4200 MONTANA 565-0946 | El Paso Carpet Service 806 Myrtle 533-9181 EL PASO, TEXAS | El Paso Catering Service ALWAYS DEPENDABLE SERVICE & QUALITY KE 3-3949 916 WYOMING |
| <i>Season's Greetings</i> TRUJILLO PRODUCE 709 E. OVERLAND 532-0236 | TRI-STATE PRODUCE CO. 3824 ALAMEDA 533-1101 El Paso, Texas | Cole's Bros. Real Estate 108 TEXAS EL PASO, TEXAS EL PASO, TEXAS |
| ST. IGNATIUS CATHOLIC CHURCH 408 PARK ST. 532-9534 | Dunn's Sewer Service RESIDENTIAL - COMMERCIAL 311 KITT 598-6761 | THOMAS PAINT CO. Cotton & Yandell — Bassett Center 772 - 3018 EL PASO, TEXAS |
| JOE CLEMENTS MARKING DEVICES - INKS ACCESSORIES SINCE 1931 605 N. STANTON 532-1721 | <i>Greetings</i> DYER RADIATOR SHOP 4207 DYER 566-7671 | <i>Merry Christmas</i> ACE AUTOMOTIVE 1001 WYOMING EL PASO, TEX. |
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Leaders of Latin American Organizations at one of affairs honoring Congressman Henry B. Gonzalez who spoke in behalf of President Lyndon B. Johnson in Indiana.

Ann Vasquez was coordinator of Henry Gonzalez Committee, Enos Guanajuato Pres. of Latineers and Terry Serna, Pres. Latin Civic Political Club served on committee and are 349'ers.



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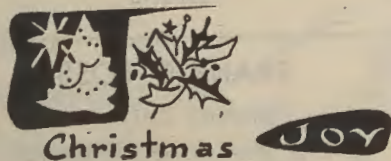


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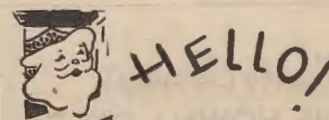
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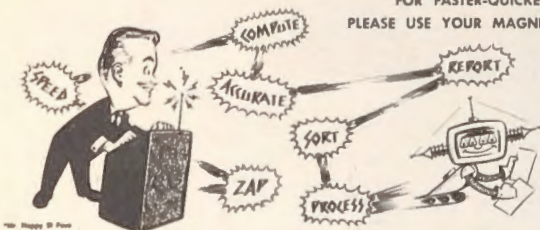
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