

# LULAC



# NEWS

*Official Organ of the League of*

*United Latin-American Citizens*



**December, 1965**

VOL. XXVII NO. 1

**In this issue:**

EDITORIAL  
PRESIDENT'S MESSAGE  
SHORT STORY  
LULAC IN ACTION





## Merry Christmas Amigos

'Tis the night before Christmas, and all through the casa  
 Not a creature is stirring, Caramba! Que pasa?  
 The stockings are hanging con mucho cuidado,  
 In hopes that St. Nicholas will feel obligado  
 To leave a few cosas aqui and alli,  
 For chico y chica (and something por mi)  
 Los niños are snuffled all safe in their camas  
 Their little cabezas are full of good things  
 Todos esperan que Santa will bring!  
 Santa is down at the corner saloon (muy borracho since  
 mid-afternoon).  
 Mama is sitting beside la ventana, shining her rolling  
 pin para mañana,  
 When Santa will come en un manner extraño,  
 Lit up like the Star on the mountain, cantando  
 Y mama lo manda to bed with a right---  
 Merry Christmas a todos y a todos good night.



## LULAC NEWS

Official Organ of the League of United Latin-American Citizens

"All for One — One for All"

Address all communications  
 to

LULAC NEWS  
 Luciano Santoscoy,  
 Editor  
 P.O.Box 1340  
 El Paso, Texas

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## Freedom Pays Off

It is true that in the United States we have only 6 per cent of the world's land and 7 per cent of the world's population, but we have produced 85 per cent of the world's automobiles; 50 per cent of the world's hospital beds; 92 per cent of the world's bath tubs; 48 per cent of the world's radio sets; 52 per cent of the world's high school students and, to speak of material things, 45 per cent of the total wealth of the world.

The reason we are able to produce these material evidences of wealth is that our Constitution, our guarantee of freedom, speaks mostly of spiritual matters and gives us as a nation continual, spiritual guidance.

Socrates feared the unexamined life, Anything that causes a man to really meet and challenge himself is most worth while.—Dr. J. Richard Sneed.





# Aims and Purposes

## AS LOYAL CITIZENS OF THE UNITED STATES OF AMERICA:

1. We believe in the democratic principle of individual political and religious freedom, in the right of equality of social and economic opportunity, and in the duty of cooperative endeavor towards the development of an American society wherein the cultural resources and integrity of every individual and group constitute basic assets of the American way of life. As citizens of Latin American descent, we assume our responsibilities and duties and assert our rights and privileges in the pursuit of a fuller and richer civilization for this, our native country.

We believe that education is the foundation for the cultural growth and development of this nation and that we are obligated to protect and promote the education of our people in accordance with the best American principles and standards. We deplore any infringement of this goal wherever it may occur and regardless of whom it may effect.

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

2. As members of a democratic society we recognize our civic duties and responsibilities and we propose:

To use all the appropriate means at our disposal to implement with social actions the principles set forth above.

To foster the acquisition and facile use of the official language of our country that we may thereby equip ourselves and our families for the fullest enjoyment of our rights and privileges and the efficient discharge of our duties and obligations to this, our country.

To establish cooperative relationship with other civic organizations and agencies in these fields of public service.

That the members of the League of United Latin American Citizens constitute themselves a service organization to actively promote suitable measures for the attainment of the highest ideals of our American society.

That, in the interests of the public welfare, we shall seek in every way possible to uphold the rights guaranteed to every individual by our state and national law and to seek justice and equality of treatment in accordance with the law of the land. We shall courageously resist un-American tendencies that deprive citizens of these rights in educational institution in economic pursuit, and in social activities.



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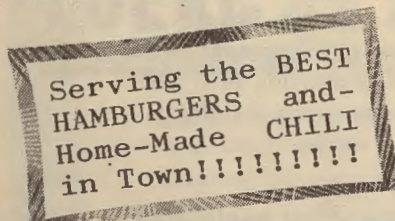


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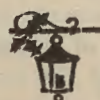
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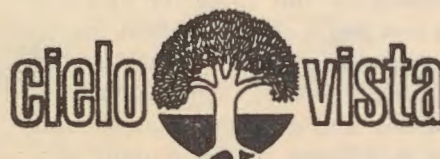
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## Message from the National President

Christmas . . . a time of greeting and words of appreciation. This Christmas I am more than happy to greet you and tell you how grateful I am that you've elected me your LULAC leader.

It goes without my saying that I am going to do the very best I can to make our fellowship for the coming year one that will be outstanding and worthy.

You've elected me your National President, and I promise you that you'll never be sorry. We'll make our association the best of any organization of its kind. I can't do it alone, of course, but I am relying on your help and the help of our fellow members. TOGETHER WE CAN'T FALL. This is my plea for a grand new year--that we may all work together toward to making a better LULAC year.

Again, thanks a lot, and may all of the fine things in life be yours for the coming year.

Yours for a greater LULAC,

A handwritten signature in cursive script, reading "Alfred J. Hernandez".

Alfred J. Hernandez,  
National President of LULAC



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and let us help your 1966  
be the most prosperous  
ever. - - - - -

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# EDITORIAL

## *Abelardo B. Delgado* Guest Editor

Youth Worker-Neighborhood Worker  
President's Commission  
On Juvenile Delinquency  
El Paso Project

Three months ago I rented a two room flat at a "presidio" for eighteen dollars a month. Just another young man looking for a low income dwelling thought those who eyed me moving in. When they saw I had no furniture with me the questioning day-gossip became my purpose there. The purpose! What was my purpose?

For ten years I had worked trying to help my people in South El Paso so I moved about knowingly but with a certain freedom and hardening of purpose I had not enjoyed before. Which is really the best, the Christian, the sometimes called social way of helping those who enjoy a poorer lot?

Mine is now a mediator job first of all with those I work with and with other agencies which are already funded and staffed and able to help them. I bring them together in an atmosphere of understanding. Simply the needy in contact with those who aim to fulfill the needs. If my job stopped there I would be able to go home nights and sleep soundly, but my job as I understand it aims at greater goals. Goals which I must constantly bring to mind and reassure myself that they aren't merely "pie in the sky" dreams. My job in a sentence is to help the youngsters I work with and their families adjust and become an effective part of the community and not forever the target area where surplus food must be constantly poured in.


You see, I am one of those who believe that nursing the sores which our own society has created is not enough. I am also one who is not satisfied with prosperity in "el barrio" but aim at destroying the walls that contain the barrio. In plain language which fills me with hostility I work towards less jobs for my boys as dishwashers and bus boys. For less demands for overdue rents and a little more service for clogged sinks and wash rooms, for more windows and doors fixed and more money spent on paint. I advocate also for better schooling and oral English classes which in fact aim at making the big boy fit in not merely sit away waiting for the day to call it quits. I do tend to dream and hope too much and speak out of turn even more. One thing I do not do is throw my stones in one direction.

I am speaking now to my people. Much of the blood and sweat in this so called revolution to achieve our proper place will come from us. AWARENESS, ORGANIZATION, RESPONSIBILITY, EDUCATION, STRUGGLE and AMBITION will not be mailed to us from Washington in the form of aid, they must come from us and they must come SOON.



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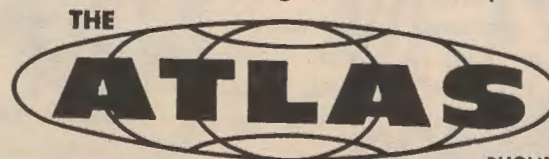
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# Ay, Chihuahua!

A short story by **AMADO MURO**

Reprint permit granted by "Americas"

MY UNCLE RODOLFO AVITIA was a burly man with herculean shoulders and a booming bass voice. He wore his heavy gray mustache in the style popularized by the pulque venders in Porfirio Díaz's day, and he never went out without clamping his big Zacatecas sombrero on his massive head.

The mustache and the sombrero were his only obvious vanities. But he had still another. My uncle was very proud of being Chihuahuan. He was proud of everything related to his native state, and intolerant of anyone who tried to discredit either Chihuahua or its people.

Did feminine beauty exist outside Chihuahua? Not for my uncle Rodolfo. For him, Chihuahuan women were many times lovelier than those from Jalisco, who are popularly believed to be the most beautiful in all Mexico. His extravagant opinions on this subject, expressed at the slightest provocation—more often without any provocation at all—made the ladies in our neighborhood, Chihuahuans all, beam gratefully at Uncle Rodolfo.

And so it was in all things. Could a Mexican born in a state other than Chihuahua become a boxer worthy of the name? My uncle said not. Could anyone but a Chihuahuan be a success in the bull ring? Uncle Rodolfo thought it most unlikely. Could a statue be fashioned with beauty and artistry by craftsmen from any place but Chihuahua? "No," said my uncle Rodolfo.

Aware of his invincible opinion that no Mexican of integrity would allow himself to be born anywhere but in Chihuahua, I was not at all surprised when he told me that a swineherd from Chihuahua was the only Mexican ever to get to heaven under his own power.

He told me about this resourceful Chihuahuan on the night of my tenth birthday, after the *piñata* had been broken. As an afterthought he added that if I behaved better, I would stand a good chance of being the second Chihuahuan to enter heaven.

"Who was that first man?" I asked, already picturing myself as the second.

"Pedro Urdemales," my uncle said. "He was the greatest rogue in all Mexico. Like you, he was born in Hidalgo del Parral, which is, as you know, Mexico's most delightful spa."

I wanted to know all about how Pedro Urdemales got into heaven. So my uncle opened a bottle of Cruz Blanca beer, which is made in Chihuahua, and sat down. This is the story as he told it:

Although Pedro Urdemales was born in Hidalgo del Parral, at an early age he went to Torreón, in Coahuila State, to be a swineherd in a cotton-growing section of Mexico known as La Laguna.

Chihuahua-born AMADO MURO works on the ice docks in El Paso, Texas, and writes in his spare time.

he plans to incorporate these episodes into a book. Pedro de Urdemales was the hero of many popular Spanish tales dating from before the conquest of America, and new legends are still being woven about him in many lands. The details of this one vary, but this is how Uncle Rodolfo told it.

Over the years the Devil kept track of this rascal of a swineherd with keen and admiring interest. When he heard that Pedro Urdemales had died, he ordered his imps to build up a welcoming blaze and stepped into his brimstone palace to wait. Pedro was not long in arriving. Like the good Chihuahuan he was, he walked into hell singing the praises of his home town at the top of his lungs:

*Ay, Hidalgo del Parral, Chihuahua,  
Tierra en donde vi la luz,  
No me alboroten el agua,  
Hijos de la Santa Cruz.*

When he finished his song, Pedro knocked boldly at the Devil's door.

"Who is it?" the Devil barked.

"It's me, Pedro Urdemales."

When he heard Pedro's voice, the Devil rushed out, sprang to his prickly-pear throne, and commanded his imps to pour boiling water on Pedro's head. Impassive as ever, Pedro took off his hat, shook it a few times, and squeezed out the steaming water.

"That little shower was just like the kind we used to have back up in Chihuahua," he remarked pleasantly.

The Devil gritted his teeth. He hollered to the imps to pile more green live-oak wood on the fire. The flames shot up like orange lances. Knowing that his kingdom had never been hotter, the Devil grinned maliciously and asked Pedro how he liked it.

"Well, it is a little warm," Pedro conceded. "It reminds me of the days when I was herding hogs back up in La Laguna."

The Devil flew into a rage. He ordered his imps to poke him with their pitchforks. But Pedro only laughed and said it reminded him of the time he had run after a rattlesnake into a prickly-pear thicket outside of Parral.

At that the Devil sprang from his throne and ground his cloven hoofs in the blazing coals of his kingdom. He rushed over to Pedro and led him into the kitchen, which is and was the hottest room in all hell. "If you won't suffer outside, then suffer in here," he snarled.

Pedro took a long look around. "Warm," he remarked. "It's like a midsummer day back up in Parral, where I was born. Then, too, it isn't much cooler than it was when I was herding hogs in La Laguna."

Continues on page 18





## DISTRICT 4 HONORS WAR HERO

At a dance held by LULAC Council 8, August 28, 1965, District 4 Dtr. Alfredo Jacques (right) presented a plaque to M/Sergeant Isaac Camacho (Cntr). Looking on are Mr. and Mrs. John Lozoya.--- Mrs. Lozoya (Ofelia) is M/Sg't. Camacho's sister.

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## *El Paso Comes to the Aid of* **LULAC NEWS**

For the past four months the membership of our organization has been waiting--in vain--to receive a copy of our official organ, LULAC NEWS.

Just recently it was learned what had taken place, especially, why LULAC NEWS has not been made available to the membership.

The present administration in good faith had appointed a Director of Publicity. Funds were provided and material furnished for publication. And there the proceedings came to an unceremonious end.

Desperate efforts have been excercised by the administration in order to contact the party or parties responsible for the publishing of our official organ. But to no avail.

Apparently the funds, the material and other essentials connected with a successful publication and mailing of LULAC NEWS have vanished in thin air and no explanation of the sleight of hand has been forthcoming.

The first law of the universe--excluding self-preservation--is honesty of thought, of purpose, of act. The glorious feeling which integrity brings to an individual cannot be described in words. Character is what a man is, not what he is reputed to be. Reputation is not always based upon character, but more often upon a concealment of character. The usual inquiries concerning this attribute are intended to ascertain whether the person in question is honest as far as lying and stealing are concerned, or is morally strong in matters of temptation.

Enough of moralizing.

The El Paso Lulacs unexpectedly and in great haste took it upon themselves to publish a special Christmas issue of LULAC NEWS. They did not request any funds from the National Office. All they asked was its full cooperation in the project, which was generously granted.

To the membership of our organization we say, "May Peace and Happiness be yours this Christmas and throughout the Coming Year."

J. C. Machuca  
241 Mardi Gras Drive  
El Paso, Texas

*A Word of Thanks...* we acknowledge the splendid co-  
operation, the help of our advertizers, friends and boosters and  
wish to recommend that in every opportunity we should boast  
their products and services.

THANKS





## Houston Downtown Council 389

### *"Rey Feo Festival" Big Success*

The Downtown LULAC Council No. 389 sponsored their annual Rey Feo Festival Saturday, September 18, 1965, at the Shamrock-Hilton Hotel, music by Gaston Ponce Castellanos and the Mariachi Galleros.

Pictured are left to right: Abel Chapa, Raul Ramirez, Ed Derden, Joe Morales, Johnny Ramirez, and members of Gaston Ponce Castellanos.

Mr. Chapa, council No. 60 is giving his cape, crown, and title of "Rey Feo" to our new "Rey Feo", Mr. Raul Ramirez from the hosting council, No. 389.

The chairman of this year's dance was Mr. Rafael Moreno, Jr., who did a tremendous job.

For the first time at this festival, a program booklet was put out by the hosting council. Merchants contributed by buying advertisements.

The annual trophy is donated by Mr. Bob Derden.

All proceeds go a fund used for civic functions such as a Christmas party for needy children and purchasing uniforms for a little league baseball team.

Other candidates not pictured were: Alex Hernandez, Council No. 402, Morris Garcia, Council No. 22; Baldemar Garcia, Council No. 406; Frank Partida, Council No. 503.

Next year the council is hoping for a weekend of festive music, spicy food, kiddie rides, a street dance, Mariachis, gifts and a small parade. Hoping all lovers of Mexican and Spanish Arts will join our council next year to better our future and the future of our generations to come.



# The Aim



## of LULAC is:

TO MAKE each member a better man because he is a Lulacker.

TO HELP us all think right, be right, and do right.

TO MAKE business a pleasure. To make truthfulness and quality the primary elements of business.

TO BOAST only of facts.

TO BOOST THAT which is worthy.

TO MAKE MEN love their neighbor, even if he is a competitor.

TO LOOK on the sunny side of life.

TO SUPPLANT sorrow with joy.

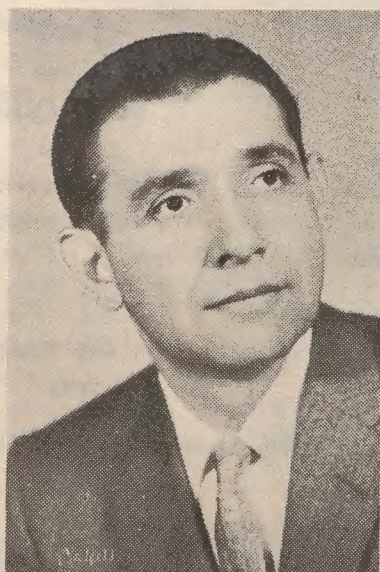
TO SEEK that which is good in all men.

TO CONDEMN none unjustly.

TO PUT honor before gain.

TO BE considerate of all and their opinions.

TO SERVE mankind cheerfully, faithfully, honorably, and unselfishly.



### Ambassador Telles To Be Honored by El Paso Lulacs

U.S. Ambassador to Costa Rica Raymond Telles and Mrs. Telles will be honored with a reception at the LULAC National Home, 103 Montana Avenue, from 6 p.m. to 8 p.m. Sunday, Jan. 2.

Invitations have been issued to their many friends to attend and wish Mr. Telles well before he returns to his assignment in Costa Rica

Ambassador Telles formerly served as mayor in El Paso before receiving his present appointment from the late President Kennedy.





## CHRISTMAS BLESSINGS

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# Suggestions

by Francisco Licon, M.D.

At some previous time, I have already mentioned many, if not all, of the following matters that I now bring up. Being oriented towards the pediatric (children) aspect of medicine, what I now have to say is indeed within that context. It is not really a tremendously complex project to try to keep your children healthy and happy within reason. This, of course, presupposes that we are speaking of the average healthy, buoyant, young child. I am not at all, at this time, trying to deal with abnormal children and/or abnormally ill children. The "'run of the mill' sniffles," colds, minor diarrhea (really only occasional loose stools) can be very efficiently taken care of by an alert and energetic mother, given that she has the minimal information, the non-toxic (but effective) medications, and a most stable personality that positively refuses to become unnecessarily upset. Having already stated the basic requirements of the personal attributes of the young mother, I now will just list the armamentarium of diagnostic tools and medications that she should always have on hand. (1) a thermometer--always take a child's temperature if he (or she) looks ill and if the temperature is over 100° Fahrenheit (this is the usual thermometer) take him to a doctor.

If the temperature is below 100°F and the child does not look too ill and it is the first day of illness, it is safe to administer aspirin (at the rate of one grain per year of age up to 5 years) and continue taking the temperature at least four times per day. The child may well "shake off" incipient colds, but it is best to keep close watch and if the child develops more elevation of temperature, or begins to appear listless and ill, take him to a doctor. In no event should watchful waiting be continued beyond twelve to twenty-four hours and never if the child looks frankly ill, regardless of temperature reading on a thermometer.

Many innocuous cough remedies are available and certainly should be tried initially, if the illness is mild. Here, again however, do not procrastinate a visit to the doctor in the face of persistent, dry hacking, or productive cough. The same caution should be observed if "nose cold" is persistent and/or unusually thick and tenacious. The magic number of 12-24 hours should be a maximum beyond which if no improvement is observed, a visit to the doctor is of the essence. In a future article, I shall attempt to amplify upon and add on to these first few brief comments.



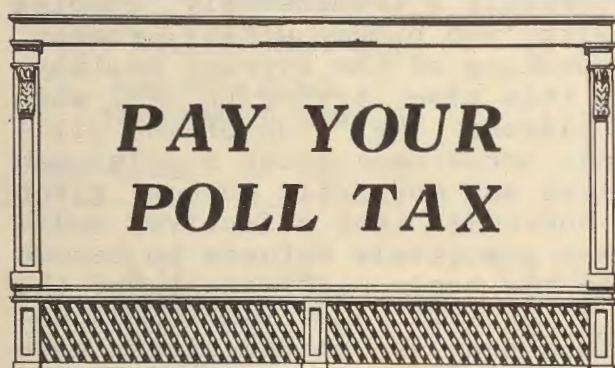


## El Paso Council 9 Member Feted by Democratic Party

For forty years of faithful and constant work to the Democratic Party, Mrs. Porfirio (Aurora) Mata was feted at a testimonial dinner given in her honor by the East El Paso Democratic Club.

Mrs. Mata is a member of El Paso Council No. 9 where she has demonstrated her ability. Inspired those around to become aware of their civic duties by her own example. Without mentioning any favorite party but stressing the need for great civic participation.

Mrs. Mata received numerous telegrams from high officials in the Democratic Party all of them recognizing her work and wishing her well. She was kept busy at the telephone for several days answering to all of her well wishers and friends.



## Washington Prayer

(Official Lulac Prayer)

"Almighty God, who has given us this good land for our heritage, we humbly beseech Thee that we may always prove ourselves a people mindful of Thy favor and glad to do Thy will. Bless our land with honorable industry, sound learning, and pure manners. Save us from violence, discord, and confusion; from pride and arrogance, and from every evil way. Defend our liberties, and fashion into one united people the multitudes brought hither out of many kindreds and tongues. Endue with the spirit of wisdom those to whom in Thy name we entrust the authority of government, that there may be justice and peace at home, and that through obedience to Thy law we may show forth Thy praise among the nations of the earth. In the time of prosperity fill our hearts with thankfulness, in the day of trouble, suffer not our trust in Thee to fail; all of which we ask through Jesus Christ, our Lord, Amen."







Left to right: Judge Alfred Hernandez, Lulac National President; Miss Ida Fernandez, Lulac Queen 1964-65; Miss Virginia Moreno, Lulac Queen-elect, 1965-66; & Attorney William D. Bonilla, Past Natl. President of Lulac.

## LULAC COUNCIL 132 HOLDS ITS ANNUAL *"Fiesta de las Flores"*

On September 4, 1965, Lulac Council 132 of El Paso embarked on its 12th annual civic project "La Fiesta de las Flores."

The festivities started at 2:00 P.M. with a colorful parade through the business section of downtown El Paso. Master Sergeant Isaac Camacho was the Grand Marshal of the parade and El Paso Mayor Judson F. Williams acted as Vice Grand Marshal.

M/Sgt Camacho was held captive by the Viet Cong for 20 months and is the only American who has successfully escaped the Viet Cong and live to tell it.

The parade was composed of the reigning Lulac Queen, Miss Ida Fernandez and her court; Lulac Queen-elect Miss Virginia Moreno; a detachment of soldiers and military band from Fort Bliss; five high

Turn to page 17, please



<b>ASSUMPTION CHURCH</b> <b>SUNDAY &amp; HOLY DAY MASSES</b> 8-7-8-9-10-11-12-1-5-6 & 7 PM <b>WEEKDAY MASSES 8 A.M.</b> Exceptions First Fridays & Mondays 5:30 P.M. 3432 Truman-----566-4040	<div data-bbox="816 198 1360 257" data-label="Section-Header"> <h2>SUNBEAM BAKERY</h2> </div>	
<div data-bbox="199 423 548 565" data-label="Section-Header"> <h3>AAA FIREWOOD CO. CRYSTAL WATER SUPPLY CO.</h3> </div> <div data-bbox="186 611 570 637" data-label="Text"> <p>1056 Humble 778-6361</p> </div>	<div data-bbox="842 351 1373 408" data-label="Section-Header"> <h2>PATTERSON SALES CO.</h2> </div> <div data-bbox="669 419 1520 484" data-label="Text"> <p>SIMPLEX HYDRAULIC AND MECHANICAL JACKS — SAWS OF ALL TYPES          608 E. Yandell 532-2781</p> </div>	
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<div data-bbox="261 908 545 987" data-label="Section-Header"> <h3>Howard Moving &amp; Storage</h3> </div> <div data-bbox="209 987 594 1041" data-label="Text"> <p>TOM GREINER          211 S. Kansas KE 3-2730</p> </div>	<div data-bbox="690 1113 1472 1155" data-label="Section-Header"> <h2>TRIANGLE ELECTRIC SUPPLY CO.</h2> </div> <div data-bbox="964 1166 1190 1192" data-label="Text"> <p>WHOLESALE ONLY</p> </div> <div data-bbox="961 1225 1188 1257" data-label="Text"> <p>EL PASO, TEXAS</p> </div>	
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<div data-bbox="198 1491 584 1587" data-label="Text"> <p>Fountain Pen Repairs          Office, School and Artists' Supplies  <b>Ideal Stationery Co.</b></p> </div> <div data-bbox="201 1587 586 1642" data-label="Text"> <p>MRS. J. R. DIAZ, Mgr.          168 S. Stanton St. KE 3-6342</p> </div>	<div data-bbox="699 1472 1042 1552" data-label="Section-Header"> <h3>DAN BARRY CHEVRON STATION</h3> </div> <div data-bbox="781 1579 963 1609" data-label="Text"> <p>Open all Night</p> </div> <div data-bbox="678 1620 1063 1651" data-label="Text"> <p>5300 Dyer 566-4544</p> </div>	<div data-bbox="1187 1487 1442 1524" data-label="Text"> <p><i>Season's Greetings</i></p> </div> <div data-bbox="1187 1552 1458 1585" data-label="Section-Header"> <h3>PHILS PLUMBING</h3> </div> <div data-bbox="1128 1598 1520 1627" data-label="Text"> <p>7412 N. LOOP EL PASO, TEXAS</p> </div>
<div data-bbox="238 1703 524 1784" data-label="Section-Header"> <h3>Landes-Zachary &amp; Peterson</h3> </div> <div data-bbox="303 1797 466 1823" data-label="Text"> <p>2137 Mills St.</p> </div>	<div data-bbox="693 1686 862 1751" data-label="Text"> <p><i>Greetings</i></p> </div> <div data-bbox="855 1742 1347 1779" data-label="Section-Header"> <h2>SOUTHWEST TITLE CO.</h2> </div> <div data-bbox="677 1793 802 1819" data-label="Text"> <p>424 TEXAS</p> </div> <div data-bbox="1406 1790 1526 1817" data-label="Text"> <p>KE 2-4411</p> </div>	
<div data-bbox="222 1889 561 1930" data-label="Section-Header"> <h3>Landis Shoe Shop</h3> </div> <div data-bbox="199 1965 584 1991" data-label="Text"> <p>3523 Hueco Dial LO 5-2541</p> </div>	<div data-bbox="760 1873 979 1935" data-label="Section-Header"> <h3>COMPLIMENTS Parker &amp; Neal</h3> </div> <div data-bbox="677 1935 1062 2009" data-label="Text"> <p>CARBURETORS &amp; MOTOR TUNE-UPS          Service on all makes mechanical and          electrical speedometers and tachometers          532-4917 1200 Wyoming</p> </div>	<div data-bbox="1136 1880 1531 1965" data-label="Section-Header"> <h3>NEWARK METHODIST HOSPITAL</h3> </div> <div data-bbox="1128 1974 1546 2000" data-label="Text"> <p>1109 S. 5th AVE. KE 3-8428</p> </div>

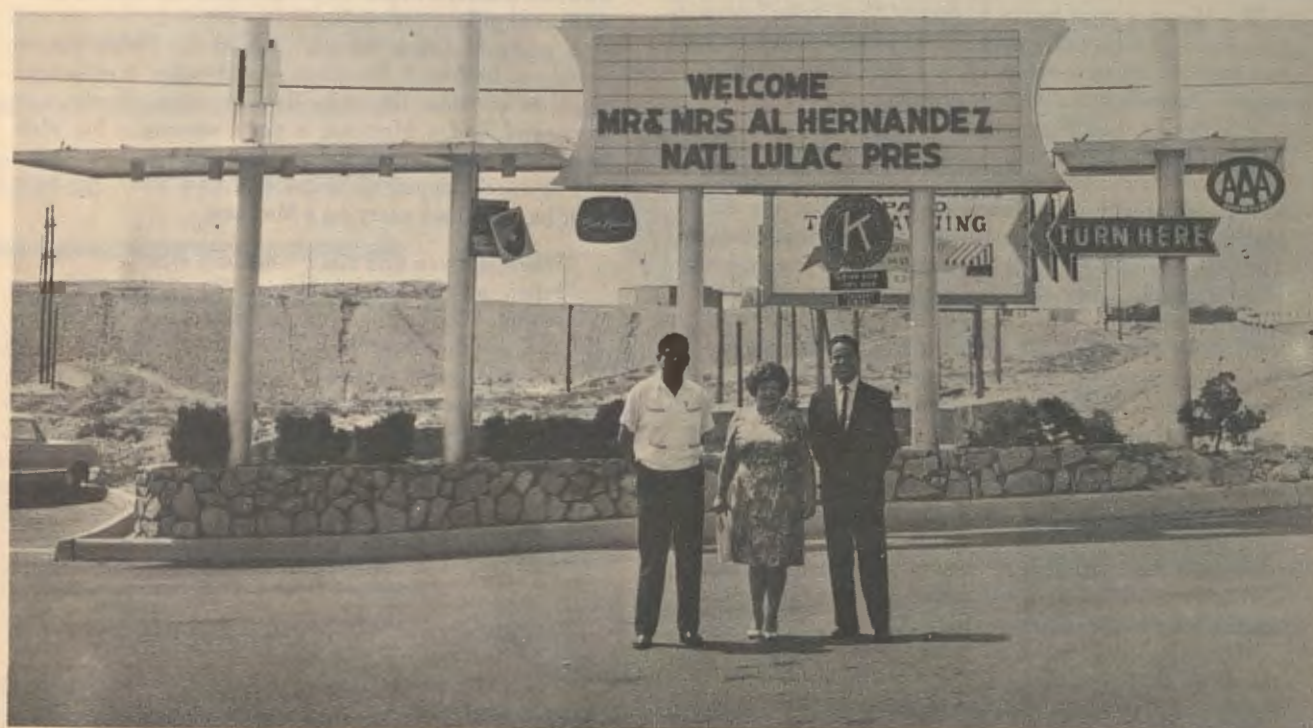


school bands; a group of Charros and China Poblanas from Juarez, mounted on their prancing horses and wearing their colorful attires; and any number of local civic organizations with their entries.

The festivities were resumed at Meyers Field where 42 booths had been set up and a dais placed near the entrance of the field. Mexican "antojitos" hot dogs, hamburgers and barbecued chicken were sold besides cold drinks and games of varied nature were available. Entertainment was furnished by the Guadalajara Mariachis.

Finally, on Sunday night Miss Virginia Moreno, daughter of Mr. and Mrs. Ed. J. Moreno was selected as Lulac Queen for the year 1965-66, by the queen's nominating committee.

A series of social events honoring the reigning Lulac Queen and Lulac Queen-elect has been scheduled to be climaxed by the Coronation Ball to be held at the Elk's Lodge No. 187 on the 20th of November.



Hotel Sheraton's display sign welcoming Lulac National President Al. J. Hernandez and wife on their visit to El Paso, August 14-15, 1965. Those in picture awaiting arrival of the Hernandez are from left: Ed Moreno, Lucy and Al Acosta, Members of the committee for Lulac Texas State Convention to be held in El Paso in May 1966.

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The Devil bellowed at Pedro never to mention Parral or La Laguna again. He was tired of hearing about them. "Cook," said the Devil, pushing Pedro toward the brimstone stove.

So Pedro fried beans and made fat tortillas, just as the women had made them back up in Parral. He had even smuggled in some red pepper to flavor the beans. As Pedro cooked, he sang lustily. From his brimstone palace, the Devil could hear him. Since he doted on long, mournful faces, he winced and clapped his hands to his ears. But Pedro's voice cut through the Devil's defending hands and thundered in his ears.

*Gritaba Francisco Villa,  
En la estación de Calera,  
Vamos a darle la mano  
a Don Pánfilo Natera.*

*Ahora sí, borracho Huerta,  
Harás las patas más chuecas  
Al saber que Pancho Villa  
ha tomado Zacatecas.*

The Mexican imps began to shout "Viva Villa." After a while imps from other nations laid down their shovels, and they too began to shout "Viva Villa," with European, Asiatic, American, and African accents.

The Devil's discipline was shattered, but our Chihuahuan friend wasn't through yet. The dinners Pedro served made the Mexican imps happy and content with their lot, something previously unheard of in hell. But the non-Mexican imps suffered far beyond their normal quotas. The peppers blistered their lips, and after a few days of Pedro's cooking they all began to lose weight. The Devil asked Pedro why.

"I don't know," Pedro said. "It can't be the peppers. Why, back home in Parral all of us grew up on really fiery peppers. What I've been giving the imps can't compare with them."

But the Devil continued to question Pedro, and finally Pedro told him: "They're unhappy because they have nothing to wear. They're envious of the angels with their long white robes."

Pedro even volunteered to make shirts for the imps, and after a while the Devil agreed. So the Chihuahuan settled down to the job of making shirts.

He sewed a big red cross on the back of each. When the Devil and his imps saw the crosses, they scattered frantically, and Pedro was free to climb up to the golden gates of heaven.

He knocked and knocked. Finally he heard St. Peter ask: "Who's there?"

"It's me, Namesake. It's Pedro Urdemales, who was born in Parral not far from the bridge of Guanajuato and who later lived in La Laguna."

"Go away," St. Peter called out.

"Why, Namesake?" Pedro Urdemales asked.

"Pedro Urdemales," St. Peter said sternly, "two days before your death you killed all the hogs you were herding and sold them. You cut off the tails, stuck them in the swamp, and told your boss the hogs had bogged down. You showed him their upthrust tails as proof. You deceived your boss not once but many times. There is no place for you in heaven."

"Look, Namesake," Pedro said, "it's nice and cool up here, just as it is down in Santa Bárbara—that's a town near Parral—and all I want is a look at this beautiful place so I can tell others about it."

St. Peter, tired of the servility most people assumed in his presence, warmed to Pedro Urdemales. So he opened the gates of heaven a little. Pedro stuck his finger in the tiny opening. "Namesake," he cried, "my finger's caught in the gate. Open it a bit more so I can get it out."

St. Peter did, and Pedro Urdemales tossed his big sombrero through the gates right into heaven. "Namesake, the wind blew my sombrero off. Let me come in and find it."

"All right," St. Peter agreed, "but you've got to leave as soon as you find your hat."

A month went by, and Pedro Urdemales still had not made his requested departure from heaven. Meanwhile, angels complained of mysterious losses. Some of them reported missing feathers and rings. Others said their golden crowns had disappeared. They told the Lord of these strange happenings. "You must be mistaken," he said. "There can be no dishonesty here."

But the complaints grew in both intensity and number. Finally the Lord called St. Peter before him. It was then that St. Peter admitted that he had let a Mexican swineherd named Pedro Urdemales pass through the gates of heaven to look for his hat.

A party of angels set out to hunt for Pedro, but he could not be found. Finally the Lord called a messenger angel to his side. He said: "I want you to fly down to earth and find a Mexican, a peon wearing a big sombrero, and bring him to me."

The angel flapped his wings and flew away. An hour later he came back carrying a Mexican.

"Where did you find him?" the Lord asked.

"I flew all the way to Mexico City," the messenger angel said. "On Avenida Juárez I didn't see a single man like the one you described. All wore U.S.-style hats and carried brief cases. I was tired of flying, so I made myself invisible and got on a second-class bus marked 'La Merced.' A man in the back of the bus had a guitar under his arm. After about a block, he sprang from his seat and started to sing:

*Si Adelita se casara con Carranza  
Y Pancho Villa con Alvaro Obregón,  
Yo me casaba con Adelita  
Y se acababa la revolución."*

The Lord smiled. "What did the other passengers do while he was singing?" he asked.

"They all began shouting 'Viva Villa,'" the messenger angel replied.

The smile on the Lord's face broadened as he turned to the Mexican and asked, "What is your name?"

"Emilio de la Rosa, here to serve you, my Lord."

"Do you know a song called *Corrido del Norte*?"

Emilio de la Rosa nodded happily.

"Then sing it," the Lord commanded.

Emilio squared his shoulders, threw back his head, and sang out as loudly as he could.

*Yo les aseguro que soy mexicano  
De acá de este lado,  
Porque uso de lado sombrero vaquero  
Y fajo pistola, chamarra de cuero,  
Y porque me acostumbro cigarro de hoja  
Y anudo mi cuello con mascada roja  
Se creen otra cosa.*

The angels, all non-Mexicans, flapped their wings in time and tapped their toes on the clouds. There was a collective gasp as a big sombrero came spinning toward them, raising a milky dust.



"Ay Chihuahua, cuanto Apache," a voice shouted. "Viva México! Viva Felipe Angeles! Vivan los dorados de Villa!"

The Lord smiled as Pedro Urdemales hurdled a cloud and sprang into view. He nudged St. Peter and said: "I knew there wasn't a Mexican anywhere who could hear that song and keep quiet."

Then the Lord turned to the messenger angel and asked him to fly Emilio de la Rosa back to Mexico City.

"Lord," Emilio de la Rosa said, "if you'll tell him to drop me off somewhere in the Colonia Zapata I'll be very grateful. At this hour the buses on Avenida Juárez are crowded and I have to transfer twice to get to the Colonia Zapata."

"To the Colonia Zapata," the Lord ordered the angel.

"Adiós, paisa," Pedro Urdemales shouted as the messenger angel placed Emilio de la Rosa on his back. "Many thanks for the song."

The Lord smiled at Pedro, took him by the scruff of the neck, and led him out of heaven. As the gates closed behind him, Pedro leaped into space and that was the last that was ever seen or heard of him. Except in Chihuahua, where stories about him have been told ever since, according to my Uncle Rodolfo. ♦ ♦ ♦

## Lulac Milestones

The League of United Latin American Citizens is not a continuation of the original Latin American Citizens, which was organized at Harlingen, Texas, on the 14th day of Aug. 1927, but a newly created organization formed from the merging of the three following organizations: League of Latin American Citizens, Son of America, of Corpus Christi, and Knights of America of San Antonio, Texas.

America's official hymn, and Washington's Prayer were taken from the ritual of the Sons of America.

The first constitution of LULAC was written by the Hon. J. T. Canales, of Brownsville, Texas and presented to the convention at Corpus Christi, Texas, on May 19th, 1929, and adopted there by the duly appointed delegates.

The LULAC Code was written by Eduardo Idar of Laredo, Texas, and the Aims and Purposes of our constitution were written by Hon J. T. Canales and Eduardo Idar.

The Ritual used in LULAC was written by Clemente Idar.



The general rules of order, rules governing the trial of members, the Charter and the rules governing the Educational Committee, were written by J. T. Canales, of Brownsville, Texas.

The first LULAC NEWS was issued at San Antonio, Texas under the administration of M. C. Gonzalez as President General. F. Valencia was the editor. The date of the first issue was Aug. 1939.

The men responsible for our organization are M. C. Gonzalez, Mauro Machado and Juan Solis from San Antonio, Ben Garza and A. de Luna from Corpus Christi, J. T. Canales and Alonso S. Perales from Brownsville and the Valley.

The LULAC Shield or button that is used in the coat lapel was recommended by E. H. Marin, of Corpus Christi, Texas.

The LULAC Auto bumper sticker used for the first time by LULAC during its Silver Jubilee celebration were drawn and procured by Luciano Santoscoy, as were the auto windshield decals.



## LULAC NEWS

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"Stop me if you've heard this one."



### BOTTOM OF THE LIST

I make a list  
Of things to do,  
And when at last  
My listing's through,  
I check the items  
and review them,  
Whereon I'm far  
Too tired to do them.

—Richard Armour

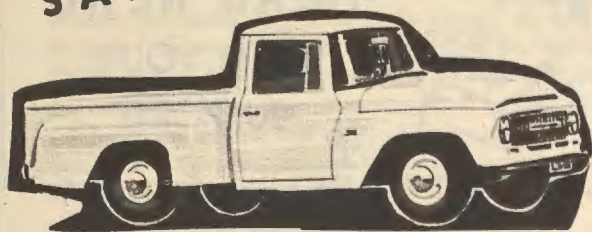
All growth depends on activity. There is no development, physically or intellectually, without effort — and effort means work. Work is not a curse — it is a prerogative of intelligence, the only means to manhood and the measure of civilization.

—Calvin Coolidge.



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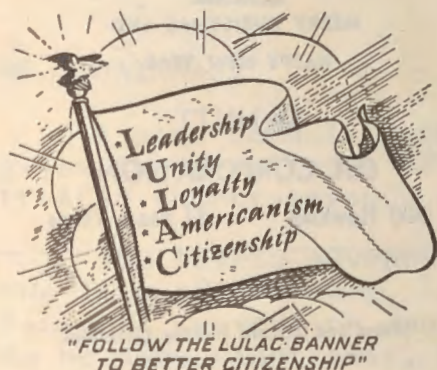
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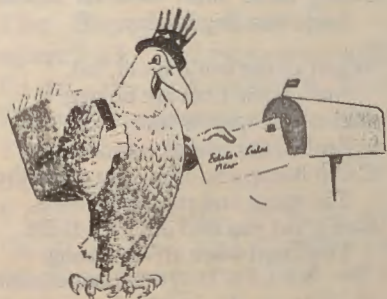
345½ Myrtle 532-4467-8 El Paso, Texas  
Moses Beltran, Manager





## A Ten Point Pledge for Local Presidents

1. I WILL subscribe in good faith to the solemn obligation to which I am pledged, and particularly to my promise to faithfully discharge my duties to the best of my ability.
2. I WILL promptly adopt a specific program of projects and activities to be fostered during my term in office.
3. I WILL simultaneously appoint a full complement of committees, with capable chairmen who are pledged to perform their duties or resign.
4. I WILL be guided constantly by the rules and regulations of proper procedure as defined in the Constitution and By-Laws of the League.
5. I WILL create interesting programs for each regular meeting of my Council—programs that will convince those in attendance that they belong to an organization that functions efficiently, one that deserves their continued active support because of the worthy purposes being accomplished.
6. I WILL open and close all regular meetings promptly at the appointed hours, wielding my gavel ruthlessly in the suppression of aimless debates or time-wasting arguments over trivial issues.
7. I WILL honor and respect the purpose of the League ritual by opening and closing all meetings with ceremonial dignity.
8. I WILL select capable members to serve on a Ritual Team that will conduct the ceremonial initiation of all new members in a way that will effectively dramatize the basic principles on which the League is founded.
9. I WILL tolerate no ungentlemanly utterances or performances at Council meetings that violate the ethics of good taste, or offend.
10. I WILL cheerfully make those sacrifices of time and labor that will prove that the confidence of my brothers in my leadership qualities has not been misplaced—and that will serve to inspire equal sacrifices from those who can help insure the success of my administration.



LULAC NEWS is YOUR only official organ. Every National or Council officer; - every member - senior or junior is asked to give LULAC NEWS a hand! - PLEASE MAIL your contributions now.





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## nuggets of thought

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

The greatest truths are the simplest, and so are the greatest men. —J. C. HARE

The most exhausting thing in life is being insincere. —ANNE LINDBERGH

To give up pretensions is as blessed a relief as to get them gratified. —WILLIAM JAMES

### YOUNG AND OLD

When all the world is young, lad,  
And all the trees are green;  
And every goose a swan, lad,  
And every lass a queen;  
Then hey for boot and horse, lad,  
And round the world away;  
Young blood must have its course, lad,  
And every dog his day.

When all the world is old, lad,  
And all the trees are brown;  
And all the sport is stale, lad,  
And all the wheels run down:  
Creep home, and take your place there,  
The spent and maimed among:  
God grant you find one face there  
You loved when all was young.

CHARLES KINGSLEY



## 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-seventh anniversary celebration.

The thirty-seventh Anniversary celebration will open on the week of the 14th of February, LULAC'S birthday, and close on the final day of the National Convention June 1966. 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 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-seventh Anniversary.

Hold committee meetings of your committee at regular intervals to plan ahead and to review the progress that had 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-seventh 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-seventh 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.



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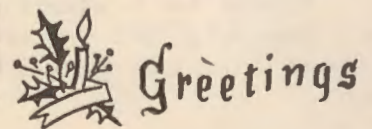
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# Monthly



# Camera Contest

★ WHO can participate?

Any person that is a member of the League of United Latin American Citizens

★ WHEN is the deadline for contest entries?

The first of each month. All entries must be addressed to LULAC NEWS, P. O. Box 1340 El Paso, Texas

★ WHAT is the prize to be awarded?

One Five Dollar prize will be awarded to the best photo submitted to the LULAC NEWS every month.

★ HOW are the photos to be judged?

All photos must show some LULAC activity either of the Council or of a group of LULAC members.

————— "All for One—One for All" —————



## Moving?

you won't miss a single issue of the Magazine if you send the following information . . . 6 weeks ahead of time to:

LULAC NEWS  
P.O. Box 1340  
El Paso, Texas

- (1) Your full name — old address and new address.
- (2) The label on the cover of LULAC NEWS that has your name and address on it.

## BOTTOM OF THE LIST

I make a list  
Of things to do,  
And when at last  
My listing's through,  
I check the items  
and review them,  
Whereon I'm far  
Too tired to do them..

—Richard Armour



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