

LULAC



NEWS

Official Organ of the League of

United Latin-American Citizens



January, 1966

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In this Issue:

EDITORIAL
PRESIDENT'S MESSAGE
THE LATIN AMERICAN IN TEXAS
AND THE SOUTHWEST
IMMUNIZATION

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LULAC NEWS



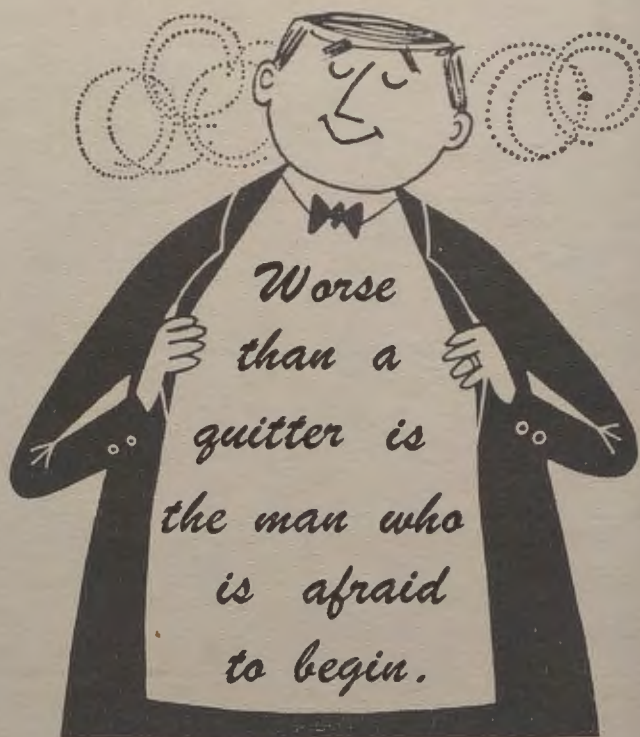
Official Organ of the League of United Latin-American Citizens

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Luciano Santoscoy,
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To all National Officers, State Directors,
District Directors and Council Presidents of
the League of United Latin American Citizens

Official Proclamation

WHEREAS the League of United Latin American Citizens, in this year of 1966, A.D. is observing its Thirty-seventh Anniversary; and

WHEREAS this organization, better known as LULAC was founded on February 17, 1929 at Corpus Christi, Texas; and

WHEREAS the aims and purposes of our founding fathers placed special emphasis on the development of character, training in citizenship and the promotion of the ideals of our American Way of Life through education; and

WHEREAS the means of accomplishment have been revised through the years to meet the problems of a progressive organization; and

WHEREAS minor changes may have occurred, the Cardinal Principal of LULAC continues to stress the preservation of the rights of all Americans, fostering the ideals of Freedom, Peace and Unity.

RESOLVED, by the authority vested in me by the Constitution of the League of United Latin American Citizens, I do hereby designate the week of February 13-19, 1966 as NATIONAL LULAC WEEK, and urge all members to participate therein.

WHEREOF, I hereby affix my signature this 7th day of January 1966.

ALFRED J. HERNANDEZ
National President of LULAC

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information

from the Equal Employment Opportunity Commission

Franklin D. Roosevelt, Jr., chairman of the Equal Employment Opportunity Commission, has announced the formation of an Ad Hoc Advisory Committee of Spanish-speaking Americans to assist the Commission in implementing Title VII of the Civil Rights Act of 1964.

Roosevelt revealed his intention to form such a committee during an address before a Mexican-American group in Corpus Christi, Texas, recently.

During his address, Roosevelt stated that "the Mexican-American Community of the Southwest and throughout our land has often been called the most neglected, the least sponsored, the most orphaned major minority group in the United States."

Roosevelt pointed out that of the more than 3,000 complaints received by the Commission since it began operation on July 2, 1965, only 12 have alleged discrimination because of national origin.

Yet Roosevelt continued, "we ... are aware that the Spanish speaking minority groups throughout our land suffer some of the nation's highest unemployment rates, the lowest incomes, and live in the most abysmal housing -- perpetuated by an educational system that makes no provisions for the unique problems and unique needs of its different ethnic groups."

Roosevelt, in announcing the formation of the Ad Hoc Committee of Spanish-speaking Americans, said that Carlos Rivera, the special assistant to the executive director of EEOC, would serve as coordinator of the Committee and act as the liaison between the Commission and the Spanish-speaking community. Members will be selected from California, Texas, New Mexico, Arizona, Colorado, New York, New Jersey, Pennsylvania, Florida, Puerto Rico and Illinois.



Message from the National President

At this ebb tide of the year your National Officers join with me in wishing each and everyone of you a Happy New Year and offer fervent prayers for a Year filled with health and prosperity and that peace may once again reign on this earth.


While counting our blessings and rejoicing for all of the fine and happy moments we have enjoyed during the past year, we must recognize that many peoples were not as fortunate as we and that we owe them a moral duty and obligation to see that as long as we live in a country of freedom loving people, a country rich and abundant, that we must strive to assure that all peoples regardless of color or creed are not deprived by bias or prejudices to fully enjoy those blessings that come with freedom of expression that are guaranteed to all Americans.

We have reached the half-way mark in our Lulac year, six months wherein plans were made and now must be put into effect. In order to succeed in our goals we must strive in a united effort forgetting personalities, putting aside pride and jealousies, forgetting envy and putting into our daily living a goal laid down in a prayer a protion of which is as follows:

"Lord make me an instrument of thy peace;
Where there is hatred, let me sow love;
Where there is injury, pardon; Where there
is doubt, faith; where there is despair,
hope; where there is darkness, light; and
where there is sadness, joy....."

The concerted effort of our league together with the American G.I. Forum in the establishment of "JOBS FOR PROGRESS, INC.," a gigantic effort to help the lot of the poverty stricken Mexican-Americans who comprise a great bulk of the population of our five Southwestern states is something each of us Lulacs can take pride in. Here for once Latin-Americans have banded together in a common goal that will benefit those of our ethnic group that need it so. This I feel has been our New Years offering; an effort to alliviate want and suffering among those people we profess to champion.

Alfred J. Hernandez
National LULAC President

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EDITORIAL

By NIKITA N. PONN

The owner of a large business firm in the Southwest was faced with the grim reality that his company was losing money. Action had to be taken to prevent bankruptcy and ruin. The businessman made an inventory of all his assets. He meticulously examined all his products and determined that they were, indeed, of good quality. He studied the market and found that there was a steady demand for his goods.

With good products and a ready market the firm was steadily losing money. His products no longer led the field. A further study revealed that the fault lay in his personnel. Salesmen had no faith in their products and were unable to get their "pitch" across to compete successfully with sellers of inferior products; lackadaisical bookkeeping and other business practices were also taking their toll on the firm; executives had little interest in profit and expansion and employees worked only to put in their "eight hours" a day and the company be damned.

So the businessman made a clean sweep. He reorganized his firm, firing all incompetent workers and hiring new employees eager to get ahead in the business world, eager to sell and earn and make a contribution to the economy.

The League of United Latin American Citizens today is in the same position as that fictitious businessman, but Lulac's problems, sorry to report, are not fairy tales.

Membership has dwindled in almost every council. States where Lulac was once strong are no longer represented in the Supreme Council. Publication of the Lulac News has become so sporadic that members hardly know the publication ever existed. Lulac once was the strong voice of the Latin American in nearly every city and state where Latin Americans live. In Los Angeles, the U.S. city with the largest Mexican-American population, only a comparatively few are Lulackers. The same can be said for Chicago, Laredo, and New York City.

Let's do like our make-believe businessman and take a quick inventory.

Are our products good? You can bet your boots they are!! "Respect your origin and maintain it immaculate"; don't demand your rights until you have first exercised your responsibilities"; to be patriotic; to strive for higher education; "to become good and loyal American citizens"--these principles will last as long as there is an America and they are just as good today as they were thirty-seven years ago and they'll be just as good tomorrow and the next years.-----next page, please.

What about the market? Is there need for an organization like Lulac? Yes, there is a great demand. Progress has been made in many areas, mostly in the big cities. But there are towns like Artesia, Roswell, and Carlsbad in New Mexico where Latin Americans are looked upon as the perennial poor and somewhat second-class citizens. In big Houston, according to social workers, the Negro is farther ahead in education than his Latin American fellow citizen. In El Paso, where exists perhaps the finest relationships between Latin Americans and citizens of other nationalities, there are today a few large firms who make a regular personnel practice of excluding all Latin Americans from employment, regardless of education and ability. The chance of ever electing a Latin American as queen of the Sun Carnival, the Cotton Bowl or Rose Parade is about the same as the probability of hell freezing over. In one small town in New Mexico there are two churches, one for Mexican-Americans and another for European-Americans, and the clergymen don't mind chiding from the pulpit that you ought to go to your own church. Is there a special God for Mexicans? It is true that great progress has been made since our founding fathers had the courage to band together in Allende Hall in Corpus Christi in 1929. But any casual study of the U.S. Census reports on population characteristics, education, etc., will show that the Latin American ain't making it in the U.S.

The product of Lulac is a good one. The demand is great. Why aren't we selling?

The answer is in our members. They have no faith in their product. They have failed to capture public support for their problems, in most cases, because they are unwilling to admit that there are Latin Americans in their communities who live in the shadows of poverty.

In the organization there is a shortage of members from the professional fields. The ranks of Lulac are crying for teachers, lawyers, doctors. They avoid the organization like the plague. Of all the Latin-American lawyers in El Paso there are only four who belong to Lulac and all four are inactive. Three are past national presidents. How does your community rate in this respect?

Leaders, with the exception of a few dedicated men, are spending more time "parandose el cuello", as the saying goes, than taking the League's problems seriously. The Lulac National Home, prime example of the organization's apathy and misorganization, has been lost.

We need fresh new blood in Lulac-Leaders with common sense, humility and the courage to speak up when the situation demands and the intelligence to remain silent when silence is advantageous. We need members who are willing to work and make sacrifices, members who are not content with small gains while there are big, big gaps in the social, political and educational levels of America's five-million-plus Mexican-Americans.

The organization had better wake up and wake up quickly or, like the businessman, face ruin.

Food for thought eh, what?

PLAN NOW FOR HOUSTON '66



Visit the fabulous Astrodome —
eighth wonder of the world!

Lulac Council No. 60 of Houston awaits with eagerness all of the Alternates, Delegates and Visitors to Our 37th Annual National Convention, Headquarters will be in the Rice Hotel. The dates of the Convention are June 23, 24, 25 and 26 of 1966.

Many events are being planned either a tour of the Astrodome or a night at the Astrodome so see a Baseball Game. A Golf Tournament has been scheduled for Thursday. Many prizes to the Golfers are being offered to the winners. Speakers are now being contacted for places in the program.

As time goes by, more information will be forthcoming. Make your plans early to attend a Great Convention. Bring the family, they will be included in many of the events.



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El Paso Prepares for Texas State Convention



Appearing in the above photo are three El Paso Lulacs, who are spearheading the 37th Annual Texas Lulac State Convention. Heading the committee are E. J. Moreno, chairman, Mrs. Lucy Acosta and Sal Berroteran, co-chairmen. This years convention promises to be a rollicking, well organized, a "something for everyone" affair. The committee is composed of members from all the councils in the El Paso area. Chairman E. J. Moreno said, "We are rolling out the red carpet. We hope that all Lulacs in Texas attend this convention. The committee is making elaborate plans, and we hope that everyone else, is also making plans to be with us in El Paso May 13,14 and 15 at the Hilton Inn." Mrs. Lucy Acosta, co-chairman, said "Yo' all come, heah!, you'll be glad you did." City Alderman, Sal Berroteran, said "I have enough keys to the City of El Paso to go around." (Photograph by Al Perez, Publicity Chairman)


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Lulac Week Joint Observation

Past presidents of Ladies Lulac Council No. 9 will be honored at ceremonies to be held at an open meeting with Lulac Council No. 132 in observance of LULAC Week. The joint meeting of both councils will be held February 18 at 8:00 P.M., at 103 Montana.

Mrs. Alex Martinez and Mrs. Ramiro Robles, committee chairmen from Council No. 9 will be in charge of arrangements for the part of the program to be presented by the Ladies Council.

brain budget



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

There can be no stable and balanced development of the mind apart from the assumption of responsibility. —JOHN DEWEY

Some one started the whole day wrong —
Was it you?

Some one robbed the day of its song —
Was it you?

Early this morning some one frowned;
Some one sulked until others scowled;
And soon harsh words were passed around —
Was it you?

Some one started the day aright —
Was it you?

Some one made it happy and bright —
Was it you?

Early this morning, we are told,
Some one smiled and all through the day —
This smile encouraged young and old —
Was it you?

— Author Unknown

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Immunizations

by Francisco Licon, M.D.

Not infrequently the question arises as to what and when immunizations for children should be given. In most communities with adequate Public Health facilities, parents quickly are informed of these matters, in most cases. However, in sparsely populated areas, and indeed even in the best serviced areas (Public Health-wise) there is a hiatus of a greater or lesser degree between what is needed for these children and what the parents of these children know is necessary for, at least, basic protection. For that reason, I am not at all adverse to making the following statements in the hope that these may be of help to those who need the information and, at the same time, not pose too much of a repetitious nuisance to those who already may have heard too much about it.

I. It is recommended that Small-Pox Vaccinations and/or the first Diphtheria-Pertussis-Tetanus immunizations be given by the third month of age of the newborn infant.

II. The second and third DPT (Diphtheria-Pertussis-Tetanus) should follow at monthly intervals, with boosters at two to four year intervals and/or as the family physician recommends.

III. Polio of the Sabin Oral type, now available as a "one shot" deal, may be given in conjunction with the other immunizations, and boosters should follow the family physician's recommendations.

IV. Small-Pox vaccination boosters are recommended at three to five year intervals depending on the area where these are considered.

V. Typhoid and Paratyphoid immunizations are to be considered according to place of residence of the people involved.

In all cases of doubt, please consult your family physician and/or your local Public Health Service. If you do not know where or how to locate your Public Health facilities, contact your local County Medical Society; of course, if you do have a family physician, he can aid you in all these matters. More about this at a future time.

Election of District 9 Lulac Week Chairman

George Hernandez, Sr. was appointed Chairman of The Lulac Week Committee for the Men's Council, Manuel Flores, president, announced today.

Hernandez announced the appointment of Paul P. Silva, immediate past national chaplain, as Co-Chairman.

Mrs. Robert A. Hernandez was named Chairman and Mrs. Vernon J. Robertson as Co-Chairman of the Lulac Week committee for the Ladies' Council, Mrs. Salvador Ybarra, president announced.

Hernandez has called a special joint meeting of all Port Arthur Lulac Councils for the purpose of electing a General Chairman, Vice Chairman, Secretary-Treasurer, and appointing Sub-Committee Chairmen. The meeting, which is open to all Lulac members, will be held at Georges' Trim Shop, 930 Richmond Avenue, tonight at 7:30 P.M.

A meeting of the District Nine Convention Committee will follow the joint meeting, Hernandez said.

Mail your
contributions
to
LULAC NEWS
early

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LULAC State Director Heads PWO

POVERTY WAR OFFICE OPENS IN INDIO. The first community office of the County Economic Opportunity Board outside the city of Riverside has been open in Indio.

Pete Villa, newly appointed Area Coordinator, has established the office at 45130 Smurr St., Indio. Villa has been designated by Sidney C. Wolverton, executive director of the E.O.B.'s major program, as his direct liaison representative with all community action organization in the eastern two-thirds of the county. Villa is a very active member of the League of United Latin American Citizens; Pete has been a District Director for District #4 and has attended many state and national conventions.



the latin american in texas and the southwest

by PHILIP J. MONTALBO, Houston. Texas

We have heard the expression "A Latin American is a Mexican who has a poll tax." Why do we call ourselves Latin Americans?

By our own choosing we become hyphenated Americans.

I feel a sense of indignation when I call to mind the image of the Spanish-named in Texas, in the Southwest, and in the United States. Due to historical facts, language differences, cultural patterns, and economic conditions, Latin Americans have been set apart from the rest of Texas. The same has happened in California and we are not too far behind in Colorado and Arizona. The discussion of the problems of Latin Americans involving education, health, labor, job opportunities, and discrimination show the extent of lack of assimilation of this group, of which I am one; and when I say "we" I include myself. And yet our so-called leaders do not want the Latin American to become assimilated. They insist that we have our own organizations where we can segregate ourselves.

More than thirty years of work on behalf of the Latin American in Texas has convinced me that at the base of the various forms of discrimination suffered by us in the political, social, economic, and educational fields, lies the economic. This is, in my opinion, the real root of evil. We are now offered an opportunity to better our lot, not only our very small children will ever be able to take advantage of this for most of us are beyond reclamation, as we have only a fourth grade education on the average.

Perhaps we can understand what has happened to us in our history since our ancestors clashed with their own civilizations centuries ago which brought about the fusion of the two stocks.

Latin America is a general term applied to the twenty independent nations with an Iberic background. These twenty countries and the United States form the Pan American Union. Pan America means all America or Americans All. Eighteen of these countries (Spanish America) speak Spanish. One, Brazil, speaks Portuguese, and Haiti speaks French, all following the mother country that colonized them.

Each country has its own distinct and peculiar life. They all have a common colonial history, a common republican form of government, all are influenced by Roman Law, religion, culture, and certainly they have a common language.

Turn to page 15, please

GOVERNMENTAL AFFAIRS Committee

Chairman

While other standing committees may be of utmost importance in their particular field, you and your committee have been entrusted with an assignment of great significance, which requires much tact on the part of your committee. One of the objectives of LULAC is that members of our organization must participate in all local, state, and national political contests. However, you and your committee must be ever watchful of not entering into partisan politics, rather to educate the people in the free exercise of suffrage at the polls in all elections.

Your committee will doubtless be able to suggest many phases of activity which you can get underway, for instance:

- 1) Launch a PAY YOUR POLL TAX and/or REGISTER campaign dividing the membership into teams.
- 2) Sponsor the PAY YOUR TAX and/or REGISTER drive by the use of large outdoor billboards.
- 3) Having all political candidates appear before the council to unfold their stand on political issues.
- 4) Conducting an annual civic guest night.
- 5) Giving testimonial dinners to deserving city officials who are to be retired.
- 6) Giving testimonial dinners to local school teachers whose work has been exceptional.
- 7) Recognizing by special awards deeds of outstanding service to the community.
- 8) Conducting public information programs.
- 9) Helping non-citizens to become citizens by holding citizenship classes.
- 10) Conducting a series of educational programs on citizenship.
- 11) Giving medals or other awards to students for outstanding citizenship.

DUTIES AND FUNCTIONS OF THE GOVERNMENTAL AFFAIRS COMMITTEE:

The Committee shall not be permitted to enter the field of partisan politics inasmuch as our purpose is to see that the entire membership of this council does not neglect the free exercise of its suffrage rights at the polls in all elections. One of the duties of this committee during the Poll Tax Paying and/or Registering season shall be to encourage the public to pay their poll tax or register to vote and to interview those members who have not paid their poll tax and/or registered to vote and request them to do so, explaining that it is a requirement in LULAC before active membership can be enjoyed. It shall also be the duty of this committee to conduct public information programs to encourage people to exercise their right to vote, by holding rallies at which all candidates may speak and by other methods.

Ten republics lie in South America. Until recently, various of the ten South American republics have been more intimately connected with Europe simply because Europe is closer to them than is the United States. The ten northern republics are neighbors to the United States; they have been tied together more closely in transportation, in trade, and in cultural relations. We, the people of the United States, have linked arms with the other republics of the Western Hemisphere through agreements and declarations that bind us together in hemispheric solidarity for the promotion of trade, welfare, peace, and for the erection of a common defense.

Geographically and socially, these twenty countries are divided into six groups. First, Mexico, which stands alone. It is about one-third the size of the United States with whom it has a common border. Mexico faces various unique social problems. Second, we have the Caribbean countries, including the six republics of Central America (Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, and Panama) and the three island republics (Cuba, Haiti and Santo Domingo). The third group is comprised of the two northern countries of South America, namely, Colombia and Venezuela. Fourth, we have the four Andean republics of the West; Ecuador, Peru, Bolivia, and Chile. Peru is the size of Texas, Arizona, Utah, and Nevada combined. The Three Eastern South American Spanish-speaking countries make up the fifth group (Argentina, Uruguay, and Paraguay), and finally we have the Portuguese Speaking nation of Brazil - an empire in itself, which is as large as all the rest of South America together, and which is larger even than the United States which includes Alaska.

There are three great periods of Latin American growth. The first may be called Ancient American History. The Inca, Aztec, and Mayan civilizations flourished during that period and rose in some respects to greater heights than that of western peoples who came and conquered them. These early western hemisphere empires were comparable in area to that of Egypt, in sublime creations to those of the Athenians, and in pomp, ceremony, and extravagances to those of Imperial Rome. These really true Americans made contributions to civilization that have not been excelled even to this day. The Calendar of the Aztecs, the socialized government of the Incas, and the numerical system of the Mayans are as outstanding gifts of cultural advance as the gunpowder of the Orient, the numerals of the Arabs, the perfect architecture of the Greeks, and the imperial laws and administration of the Romans.

The second period refers to that of Latin American colonial life under Spain, Portugal, and France. The attitude of these European powers towards their colonies explains much about the political, economic, and social behavior of the peoples of these Latin American countries. With little opportunity to develop self-government, and exploitation of their resources, and the restrictions as to their ambitions to have intercourse with the outside world, their growth into the independent republics of South and Central America was much more remarkable than ours. In spite of the many handicaps they fought a courageous fight for freedom and established democratic institutions. That they have not remained so in many respects in various countries was to be expected.

Note: This interesting article will continue in the next issue of LULAC NEWS.

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?

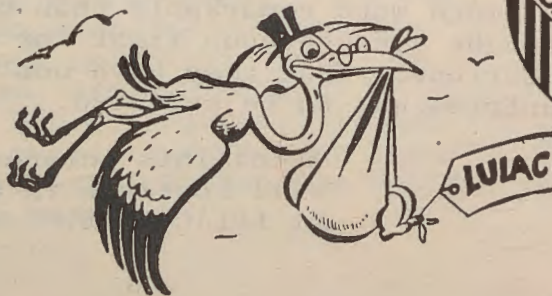
One Five Dollar prize will be awarded to the best photo submitted to the LULAC NEWS every month.

★ 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

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



Council 113
Trinidad, Colorado
42 Charter Members

**ANDREAS SERVICE
& PARKING LOT**

Overland and Kansas

All Work Guaranteed

All Your Needs

SUNWAY PHARMACY

5614 Dyer

565-2152

**Find
the
strength
for your
life...**

**Worship
THIS
WEEK**



RELIGION IN AMERICAN LIFE

SMITH AUTO SALES

Large Selection Lot

Lowest Price - Lowest Terms

4620 Dyer

566-9336

Compliments

**SUNLAND
OUTDOOR ADVERTISING**

1601 E. Missouri

532-3865

Compliments

DALTON TIRE CO.

914 Texas

533-3404




EL PASO YWCA

Warmly Congratulates

315 E. Franklin

532-4452

Wholesome QUALITY  **CHEKD**
DAIRY PRODUCTS

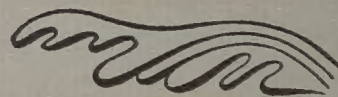


Moving?

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

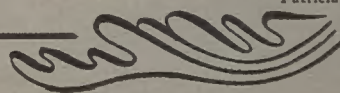
- (1) Your full name — old address and new address.
- (2) The label on the cover of LULAC NEWS that has your name and address on it.



This Day Is Not Lost

If I have moved a single grain of sand
This day to help my fellow man,
If I have brought one stray into the fold,
Or sent a ray of hope to one lonely soul
Like a sunbeam in a prison cell;
Or on the desert sands a water well
To quench his anguish on the way of life,
Or ease his heartbreak in the battle strife—
This day is not lost.

—Patricia Soito



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calling ... **ALL LULACKERS!**

There are many ways YOU can get new members

- By asking friends and neighbors
- At your social gatherings
- Among business associates
- By helping in your local campaign
- By doing your part in contacting prospective members



Every new member strengthens LULAC power to serve
A stronger LULAC is also needed for many other causes.



- Youth groups
- Citizenship classes
- Better group relations
- Good fellowship

You can serve these programs by getting new members

Don't Wait... Sign New Members Today!