LULAC NEWS

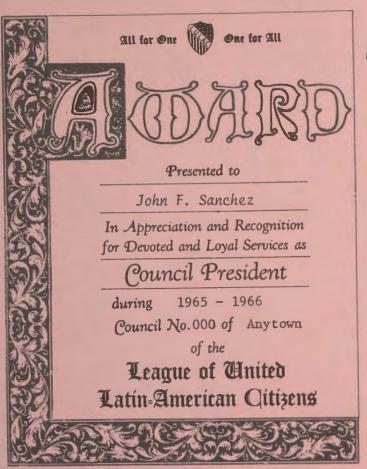
Official Organ of the League of United Latin-American Citizens

April, 1966

VOL. XXVIII - NO. IV

In this Issue:

President's Message CULAC in Action North Star Column Or. Sanchez Speaks



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LULAC NEWS

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Message from the National President

The events of the past few weeks are indicative of changes that should be made in our constitution. Our constitution which was drawn up to serve specific needs of 37 years ago, and not withstanding the withstanding the various revisions today, includes several provisions which in this jet age, takes from our league the effectiveness it could have in gaining for us out true potential as a National Organization, and as one of the spokesman for the Mexican-Americans in the United States.

I am referring first, to the farce we call dues; for the amount of monthly dues that is received from each member by the National office would not even pay the monthly cost of postage and printed material that goes to them. Our present dues were based on the cost of running an organization that held itself out to be a National Organization, but which was not truly National in scope. Today, we are a truly National Organization and in order to allow our leaders to maintain a pulse beat on all things that involves our interest with all branches of our state and federal government, must have the necessary funds with which to move and act in a manner that will bring beneficial results to our League and the people whose cause we champion. I therefore, urge that each member, that each council, that each state consider the need for a substantial increase in our dues and for a more effective means of enforcing the payment of these dues.

Secondly, and of the utmost importance, is amending our constitution to permit us to participate in politics. Without our active participation in politics we can not hope to impress the politician or government official, who will only listen to those who carry weight and have a voice in politics and strenght at the polls. I have confidence in our future leaders and in their ability to utilize the office, and the prestiage of our League to the furtherance of our aims and principles and the enhancement of the people of our ethnic group.

YOURS FOR A GREATER LULAC,

Alfred J. Hernandez, National LULAC President

All for One - One for All



A very lively letter from Lulacker George I. Sanchez, Professor of Latin American Education of the University of Texas crossed our desk this month. It is addressed to the Honorable Franklin D. Roosevelt, Jr., Chairman of the EEOC, protesting the apathy of government agencies in general and the EEOC in particular toward the problems and needs of Americans of Latin descent residing in the Pacific Southwest states.

The points brought our by Professor Sanchez, among others, mention that nothing has been done for some six million Americans of Mexican descent in education, employment opportunities or any other major field of government conern, and that despite the fact that we were here as Indians from time immemorial and as Europeans long prior to Plymouth Rock, our people have merited no consideration at all.

To illustrate the urgent need for help to the Latin American, he quotes the U. S. Population Census of 1960, showing that persons over 17 years of age in Texas with Spanish surnames average 4.7 of schooling, while the Negro, for whom so much concern is shown, averages 8.1 years.

Of course, we Lulacs are throughly aware of these problems of the American of Spanish descent in these United States; however, it is proper and pertinent to repeat them again and again not only to keep them in the lime light, but also before the eyes of the proper officials until corrective action is taken.

On the same theme, Mrs. Patricia Penrose Bishop of the Texas Good Neighbor Commission writes a letter to the Editor of the Dallas Morning News, supporting a resolution voted by the teachers of the Dallas-Fort Worth area promoting a state-wide Kinder Garden program to assure pre-first grade training for all children.

Referring to the unhappy situation of the Texas population of Mexican descent, many who speak English imperfectly or not at all, or who speak Spanish imperfectly or a mixed dialect of both, she closes this letter with a thoughtful vision of the possible future of our Spanish Americans, and we quote:

"In the future Texas will have great opportunities to build up its economy and improve our business and social contracts with the developing nations in Latin America where Spanish is the predominant language. If the kindergarden program now being discussed could become an actuality and enable every child to learn correct English and Spanish in their pre-school days, it would insure them a much better future through a much better education. It would also pay rich dividens to the State of Texas."

Bravo! Sra. Penrose Bishop for your fine work.

Lulac is proud to have initiated the "School of the 400 Program" and the successful promotion of the same before the Texas legislature. This plan has now been adopted nation-wide.

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G. C. Martinez Revolving Trophy

A photograph of the C.G. Martinez National Revolving Trophy and of council president Mr. H. P. Cavazos, proudly holding it up for all to see. The G. C. Martinez National Revolving Trophy was awarded to Men's Lulac Council 335 of Beaumont, Texas for the most increase in its membership in 1965, the trophy was awarded at the National Convention in Bensenville, Illinois.

This is the national trophy that all councils in Lulac will vie for in 1966. The trophy will be on display at the National Convention in Houston, Texas, in June. It will be awarded again to the council with the most increase in its membership in 1966. Lulac Men's Council 235 of Beaumont proudly display the National Trophy in our council hall, and will try to compete for it again in 1966, We are very proud and priviliged to be first to receive such a trophy. We whole=heartly think it has found a home.

Beaumont Men's Lulac Council 235 are in process of electing new council officers and are starting a membership drive in order to be able to keep the G. C. Martinez National Revolving Trophy where it belongs, and we think it belongs in our hall.

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Welcome LULAC Officers - Members and Distinguished Guests

SINCERE BEST WISHES FOR A PLEASANT AND SUCCESFUL
1966 CONVENTION IN FRIENDLY EL PASO

We are proud to have been selected as admistrators of a Special Insurance Program designed exclusively for Lulac Members and their families. Substancial savings and benefits are made available through the national association and each individual member may participate to the extent he desires. You will be contacted and given complete enrollment information. If not, contact

Harry Shain Associates

Insurance Program
Administrators

330 EUBANKS COURT EL PASO, TEXAS

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To All Lulac Councils in the State of Texas, From the Office of the State Director,

Dear Brother and Sister Lulacs:

By the authority vested in me by the Constitution of the League of United Latin-American Citizens, you are adviced that May 13, 14, and 15, 1966 are hereby designated as the dates for the 1966 State convention at the Hilton Inn, El Paso, Texas.

The Lulacs of District No. 4 are planning a good state convention for you. Lets not disappoint these hard working Lulacs of District No. 4. The convention committee is working hard to make this the best convention yet.

Please refer to your constitution for the delegates your council is entitled to ARTICLE III, Sec. II.

All councils in the state of Texas must be represented at this State Convention. Make plans to attend.

You will hear more about the State Convention from the Convention Committee soon.

Registrations will begin at 8:00 A.M., Friday 13......

Please register as soon as possible so that we may have plenty of time to conduct the business of the convention without being rushed for time.

WILL SEE YOU IN EL PASO, MAY GOD BLESS YOU.



Sincerely,
DAVID ADAME,
STATE DIRECTOR

-All for One - One for All -

PLAN MON FOR *66 HOUSTON *66





TRANQUILLIZERS GO WITH THE DISTRICT OFFICE

District Director working with members of Ladies' Lulac Council No. 228, and Junior Council No. 10, in making plans one of their activities. Pictured are Richard Rodriguez of Council No. 10, Mrs. Concha Maldonado, Port Arthur Ladies Council No. 228, Romeo Vera, District Director No. 9 and Mrs. Chaga Flores also of Council No. 228 of Port Arthur, Texas.



THE FOUR LEAF CLOVER

What we call luck
Is simply pluck
And doing things over and over;
Courage and will,
Perserverance and skill,
Are the four leaves of luck's clover



Twelve Tall Texans



It is a well known fact that many of the fighters for Texas independence hailed from "the states," as the natives put it. But it is not generally recognized that a goodly number of Mexicans joined forces with the Texans or in some way cast their loyalty with Texas.

Such a one was Jesus Cuellar, who chose to remain in Texas under the surrender terms agreed to by the Mexican General Cos in 1835.

Jesus was a shrewd man and much above the average in intelligence. He was short and jovial, obliging, and the very model of politeness. In a very short time he learned to speak English creditably well. His friends called Jesus 'Comanche' because he had spent several years as a captive of that tribe.

Jesus was a great admirer of the freedom-loving ways of the Texans and held Santa Anna in great abhorrence. It seems that the Cuellar family had taken part in a revolt against the self-styled 'Napoleon of the West.'

When General Urrea reached San Patricio, Jesus learned that his brother was with the Mexicna army. With a cunning worthy of the siege of Troy, Jesus devised a plan for the capture of Urrea's entire army. He presented the plan to Colonel Fannin, who fell quickly in with it.

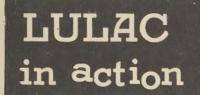
The plan was for Jesus to go to the enemy camp to see his brother. There he would exaggerate the strength of the Texans and lure Urrea out of San Patricio. To do this he would say that Fannin was marching to attack and could be ambushed near a dense clump of chaparral that Fannin's men must surely pass. Unknown to the Mexicans, however, the Texans would execute a counter-ambush, with Jesus leading Urrea into another chaparral thicket.

Everything was done in great secrecy. The Cuellar brothers had a joyful reunion, each having thought the other to be dead. The gullible Urrea fell for the ruse and marched his men out, with Jesus leading the way.

When he got to the place where he thought Fannin's men were, Jesus managed to disappear. Urrea then got wise to the scheme and headed back to San Patricio with the utmost speed. But because of the darkness and his unfamiliarity with the country, Jesus had led the Mexicans two miles south of the ambush spot. Thus failed a wily plan.

Jesus had another plan that failed, through no fault of his. In one engagement where the Texans were hemmed in, he urged the colonel to scatter the men out, Indian style, every man for himself. The colonel didn't—with disastrous results. But Jesus got away.

He fought courageously at San Jacinto and claimed to have shot a Mexican general in the battle. After the capture of Santa Anna, Jesus Cuellar was one of the most eager for his head.





SAN ANTONIO COUNCIL 2 ELECTION RESULTS

On March 18 ultimo, San Antonio Council No. 2 held its annual election with the following results:

OFFICERS: Armando C, Quintanilla, President, Anthony Pons, 1st Vice-Pressident, Frank Gonzalez, 2nd Vice-President, Oscar Flores, 3rd Vice-President, Ishmael Gonzalez, 4th Vice-President, Fernando Ramirez, Recording Secretary, Edward C. Jones, Corresponding Secretary, Edward Trevino, Treasurer, Alfredo Rivera, Sub-Treasurer, Alvino Perez, Chaplain, Julio Delgado, Sgt-At-Arms, Hari Maruyama, Guard, Bill Hale, Guide, Johnny Sanchez, Parliamentarian, and Andy Maldonado, Auditor. ADVISORY BOARD: Pete Tijerina, Thomas Guardia, Jr., Nick Salmon, Roy Valdez, Arthur Del Rose, Richard Sanchez.

MARIO OBLEDO SEEKS TEXAS STATE DIRECTORSHIP

Brother Obledo who hails from Austin, Texas and has served as Deputy State Director proposes the following recommendations and says he will put them into effect if elected Texas State Director:

- 1. A permanent office in Austin, Texas
- 2. A permanent paid executive secretary to carry out the policy as set by the State Director and his officers
- 3. A LULAC lobby to keep abreast of legislation vital to LULAC
- 4. A monthly newspaper
- 5. Timely answer to all correspondence
- 6. Investigation of grants and funds available to LULAC for carrying out the Aims and Purposes of our organization
- 7. Establishment of a LULAC home at the University of Texas so that your sons and daughters may attend even though they lack the necessary funds
- 8. Center of information to all LULAC Councils concerning State Agencies, Boards, Bureaus, etc
- 9. Appointment of a State Education Chairman
- 10. Appointment of a State Civil Rights Chairman and OEO Coordinator

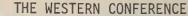
SAN ANA COUNCIL 147 HOLDS ELECTIONS, NAMES DELEGATES

New officers for Council 147 of Santa Ana, Calif. are: Joe O'Campo, President; Margaret Sigala, Vice-President, Dora O'Campo, Recording Secretary; Fidel Gonzalez, Treasurer; Ramona Miranda, Chaplain; Bob Miranda, Sgt.-at-Arms; and Trustees, Manuel Quintero, Joe Griffen, and Jim Gallardo.

These offices were formally installed by District Director Ray Villa on March 26th at a Social Buffet in Joe O'Campo's home.

Bob Miranda and Phyllis, O'Campo served as Delegates to the District Convention on April 16. Alternates were Ramona Miranda and Margaret Sigala.





The Western Conference was held March 12, in Mesa, Arizona at Matta's Restaurant. Sitting, -- Arizona State Director Manuel Lerma and Mrs. Ramon Robles, national secretary. Standing, Pete Villa, California State Director -Alfred Jacquez, Texas District 4 Director; and Jess Vela, national Vice-President.



MESA COUNCIL NO. 251 PREPARES MATERIAL FOR CITIZENSHIP CLASSES

Twenty-two persons registered for the citizenship classes of-fered by council 251, of these 13 are beign taught to read and write. The free course is for eight weeks. Here we see Rev. Ralph Garcia, Dora Lerma, chairman; and Margarita Austin, co-chairman, making preparations for the courses.

Delegates to the State Convention held April 29th, May 1st and 2nd were Joe and Dora O'Campo while Bill Rivera and Margaret Sigala served as alternates.

A month by month report of the year's activities tells of the many projects in which 147 participated and of the monetary contribution made to the District and families in need. Also, scholarships were given to Harvey Hoyo, a junior at Long Beach State and to Jose Niño, a sophomore at Fullerton, California. It was Joyo's third and Niño's second.

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North Star Column

by JOE LUCERO, associate editor

Coon Rapids, Minnesota

How do you like our nerve? On this, the most tragic day of the year, we dare to think of something other than the money we should have had to

Profile II: Our Deputy State Director, Frank Zaragosa, unlike most of us, is a Midwesterner by birth. He was born in Gary, Indiana, on July 19, 1927, where he went through secondary school. He completed his education at the University of Minnesota, married the former Miss Santos Munoz of St. Paul in 1955 and resides with his wife and seven children at 325 Ontario Street in Minneapolis. He is a veteran of World War II, has served and is serving his community in a large number of ways

Frank helped organize LULAC in Minnesota and has served Council 330, District One, and the State organization in practically every capacity. He believes that the major tasks faced by LULAC in Minnesota are: reorganization; projection of our profile to the public and musch more work with and for the migrant worker. He states that "only through LULAC can the Mexican-American struggle for his proper place in American society."

...here and there in North Star Country...politics loom large this year... in important work for the party of their choice are Ray Zamorra, president-elect, Council 328, and Al (Albert) Hernandez, District One Director... a host of Minnesotans visited the Iowa Blanco y Negro is Des Moines...four queens and chaperons went to the "Miss Mexico of the Midwest" Pageant in Indiana last week...where are we going to get the money...Hasta luego!...



ROMEO VERA receives the first "Simbolo" Award of the Golden Triangle. Making the presentation was U.S. Congressman Henry B. Gonzalez of San Antonio. Urias Urbina was master of ceremonies. The award is for "unselfish devotion toward the betterment of the people of Mexican Origin".

Rep. Gonzalez To Present Award At Port Arthur

PORT ARTHUR (Spl) — Port Arthur will be visited Friday by U. S. Rep. Henry B. Gonzalez, San Antonio, who will make the first presentation of a "Simbolo" award to an area person who has shown "unselfish devotion toward the betterment of people of Mexican origin."

This will be the first time such an award has been made and it is hoped by the sponsors that it can be an annual event.

Gonzalez will make the presentation at a banquet to which the public is invited to be held at the Priftwood Motor Hotel at 7:30 p. m.

Lloyd Hayes, mayor of Port Arthur, will present the visiting congressman with a key to the

Gonzalez will arrive at 4:20 p. m. at the Jefferson County Airport and will make visits to Lamar Tech, Thomas Jefferson High School and the Gulf refinery prior to the dinner.



Most accidents happen within 25 miles of home

It's a fact. According to the National Safety Council, 4 out of 5 auto accidents happen within 25 miles of home. So be smart. Always buckle your seat belt—every time you drive.

Published to save lives in cooperation with The Advertising Council and the National Safety Council.

Mutual, I'm Sure!

My wife is one who likes her fun:
She rides, she swims, she fishes.
I share her play—and, by the way,
She helps me with the dishes!



About 30 Mexican-American delegates walked out of a U.S. Equal Employment Opportunity Commission conference at Albuquerque March 28, charging the commission is discriminatory in hiring practices.

The walkout came less than one hour after the one-day conference, attended by delegates from Southwest states, began. The conference is on the University

of New Mexico campus.

BEFORE THE walkout, Alfred J. Hernandez, of Houston, national president of the League of United Latin American Citizens, said Mexican-Americans comprise the country's Number 2 minority but none is on the Equal Employment Opportunity Commission.

"Our employment problems are severe and complez," charged Hernandez, "yet

we have no one on the commission with any insight into them."

Dr. Miguel Montes of San Fernando, Calif., president of the Latin American Civic Association, said the commission "has only one Mexican-American compliance officer on its Washington staff. Based on its present staffing and budget appropriations, that figure should be at least 20."

THE MEXICAN-American delegates also expressed discontent that commission head Franklin Roosevelt Jr and three commissioners did not attend the conference. The only attending commissioner was Richard A. Graham, who was not available for com-

ment.

President Johnson has affirmed the accuracy of complaints by Mexican-Americans that they have been overlooked in the federal government's effort to assure a fair political and economic shake for minority groups.

"I haven't given them enough attention," the President confessed.

He expressed the belief that Mexican-Americans have been discriminated against in jobs, housing and schools for years.

Walkout Recalled

Discontent of Mexican-American groups with the extent of federal attention their problems are receiving first came to light last Monday when 40 Mexican-American leaders walked out of an equal employment opportunity commission meeting in Albuquerque, N.M.

The leaders, who came from several southwestern states, protested that the commission headed by Franklin D. Roosevelt Jr., was geared entirely to the situa-

tion of the Negro.

The protesters noted, for example, that of the 15 staff members of the commission, only three are Latin American decent. None of the five commissioners are Latin.

The President today conceded that he has been hearing complaints like those voiced at the Albuquerque meeting "all my life."

Sees Justification

"I think some of the complaints and protests have been well founded," he observed.

Mr. Johnson did not respond directly to a reporter's question of whether he would move to include Mexican-American concerns into a White House conference on civil rights scheduled for June. The Albuquerque group also complained of their exclusion from the conference.

But the President said he was anxious to get together soon with Mexican-American leaders "to exchange views with them."

How A Magazine Committee May Benefit Your Local Council

The purpose of the Magazine Committee is two fold: First, by providing a medium for expounding the Aims and Purposes of LULAC, thereby doing a service for the League in general and the local Council in particular. Second, the Committee can be instrumental in increasing the income of the local treasury by selling advertisements. The Magazine Committee may organize its work to cover the following phases:

WELL INFORMED READERS: Since the first duty of the Magazine Committee is to create a greater reading interest in LULAC NEWS, it would be fulfilling this duty by helping to achieve what has always been one of the principle Aims of LULAC, this is, to create a well informed public opinion. As more members, their families and friends read LULAC NEWS, the better acquainted they will become with LULAC and with the current problems with which it is confronted; for the magazine will always have articles bearing on the manner in which other Councils have met and solved these current problems.

IDEAS FOR COUNCIL PROGRAMS: In addition to sponsoring regular programs or a series of short articles appearing in LULAC NEWS, this Committee may get ideas for programs from the items mentioned in the columns of the magazine. Occasionally, Councils do something unusual for "Ladies' Night" -for their anniversary celebrations, or for other special occasions. The local Council may profit by adopting some of the ideas as they appear in the columns of LULAC NEWS.

IDEAS FOR COUNCIL PROJECTS: Another valuable contribution that your Committee may make to your Council is to study the activities of other Councils that are described in "LULAC IN ACTION." These activities provide an exhaustible source of suggestions which have already been put into practice successfully, and if the Magazine Committee will bring these suggestions to attention of the appropriate Committee, your local Council need never lack worthwhile activities in which it may participate.

SILENT SALESMAN: There are many ways in which your Magazine Committee may be of service to your Council and its members. For example, LULAC NEWS has long been an effective medium in assisting in the organization of new Councils. As a silent, but persuasive salesman, it carries on its "Sales talk" for LULAC. Long after the prospective members and the new Council have been installed.

EFFECTIVE SALESMAN: One of the most important work that your Magazine Committee may do for its local Council treasury is to sell advertising at the current rates for publications in LULAC NEWS. This additional income will assist the local Council to finance its civic and charitable activities in the Community, besides helping to enhance the prestige of your local Council.

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THE PRESIDENT SIGNS IN

At the recent Supreme Council Meeting of April 9th, 1966 at the Holiday Inn in Hammond, Indiana. The camera caught Jesse Vela, 1st. National Vice-President of Lulac. Jesse hails from California. The Hon. Judge, Alfred J. Hernandez, our National President and Celia Martinez, 2nd National Vice-President from East Chicago, Indiana. Picture taken by Ed. Modesto, Indiana Lulac Imm. Past State Director.

Luxurious Living At Your National Convention Headquarters









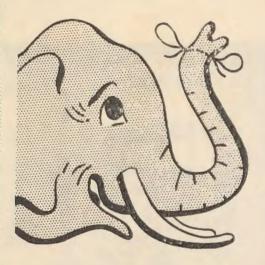
The main entrance of the Rice Hotel reflects the traditional atmosphere of the famous convention headquarters. The location, at Main Street and Texas Avenue in Houston, has been used exclusively as a notel site continually since 1839. The first hotel to occupy the site was the Capitor Hotel, which earlier was the Capitol Building of the Republic of Texas when Sam Houston was president and the City of Houston was the capital of the young nation. The Rice has been extensively remodeled in the past several years.

One of the most beautiful and functional areas in the Southwest is the huge Grand Ballroom of the Rice Hotel. Located in the most recently-completed wing of the hotel building, the Grand Ballroom will seat 1,200 persons. It was created for conventions, banquets, dances, exhibits and meetings. The art of interior designers and illumination experts has made this one of the most impressive hotel rooms in the nation. A variety of meeting rooms, plus the availability of the Crystal Ballroom as well as the Grand Ballroom, give a combined capacity of 4,000 persons! These facilities make the Rice an ideal convention and meeting hotel, and have helped the Rice earn the title of "Houston"s traditional host."

The lobby of the "new" Rice Hotel recaptures the charm and flavor of its earlier days, with a 19th Century Edwardian appearance. The color scheme is blue and green, set off against the original beige marble walls and a new marbleized floor. The chandelier is 14 feet in diameter, centered in the middle of a 31-foot long simulated skylight. The skylight installation was the first large-scale use of electroluminescence for decorative illumination in the world. The electroluminescence panels, colored blue to simulate the Texas sky, are raised to full brightness as day approaches and the light output is lowered during the night hours.

Comfort for guests traditionally have been the first consideration of the Rice, and this studio room is typical of the fine accomodations available. A living room by day, a bedroom by night, this room--as are all guest rooms in the Rice--is complemented by the most modern bath facilities.





DON'T FORGET

to participate in the

Lulac Monthly Camera CONTEST

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

Deadline: The first of each month.

All photos must show some LULAC activity either of your council or group of LULAC members.

Send your entries to:

LULAC NEWS - CAMERA CONTEST P.O. BOX 1340, EL PASO, TEXAS



Aims and Durposes

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 protected and promote the education of our people in accordance with the best American principles and standards. We deplore any infringement of this goal whereever 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 atainment 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.

Non-Profit Organization
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EL PASO, TEXAS
Permit No. 1650



- 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!