

Lulac News



VOLUME 5

EL PASO, TEXAS, DECEMBER 1938

NO. 9



DEDICATED TO THE MEMORY OF THE GREAT CONQUISTADOR
FRANCISCO VASQUEZ DE CORONADO
BY

ALBUQUERQUE "LULAC" COUNCILS NOS. 34 AND 17

WELCOME LULACS

Make J. C. Penney Co. your shopping center when you visit our fair city during the Lulac National Convention, January 1939 and again we hope to see you with us in 1940 during the Great Coronado Cuarto Centennial.

QUALITY FIRST *at PENNEY'S!*

A low price is not necessarily a good value . . . often it is an apology for inferiority. How well will the merchandise serve its purpose, not how cheaply can we sell it, is the rule by which all our goods are bought. The best proof of this is the enormous growth of our business. Prices are transient—quality endures, surviving long after price is forgotten. That's why millions do practically all their shopping at J. C. Penney's. Our low prices, made possible by our efficient store operations and the intelligent use of our immense buying power, may have attracted in the beginning, but it was demonstrated quality that convinced. It will pay you, too, to shop where low prices always include good value.

PENNEY'S
J. C. PENNEY COMPANY, Incorporated

ALBUQUERQUE • NEW • MEXICO

NEW MEXICO INVITES
THE WORLD IN 1940



A year of statewide historic, scenic and spectacular programs commemorating the four hundredth anniversary of the entrada of

DON FRANCISCO VASQUEZ DE CORONADO

Coronado Cuarto Centennial

"An Event four Centuries in the Making"

1540-1940

Headquarters: Box 177, University of New Mexico
Albuquerque, New Mexico

This advertisement donated by friends of the
Coronado Cuarto Centennial

Welcome

DELEGATES
of
LULACS
to

EL FIDEL HOTEL

"Your Banquet Headquarters"
New Mexico's

- Largest Hotel in the State
- Finest Ball Room, and
- Meeting Place for
State Conventions
ALBUQUERQUE, N. M.

COMPLIMENTS OF



A. VIVIANI
GROCERIES & MEATS
1523 N. Seventh St.

Welcome
Also to the

**FRAN CISCAN
HOTEL**



- Spacious Lobbies
- Banquet Rooms
- De Luxe Dinners
- New Cocktail Bar now open



"A Hotel Of Distinction"

SEASON GREETINGS



DAN O'BANNON
County Assessor
Member Council No. 34

General Officers of the League of United Latin American Citizens

Filemon T. Martinez, President General
1110 East Grand Avenue,
Albuquerque, New Mexico

Adolph A. Garza, Vice-President General,
2719 Saunders Avenue,
San Antonio, Texas.

Miss Margaret Lozano, Second Vice-
President, General,
109 South "A" Street,
Harlingen, Texas.

Joseph B. Velasquez, Secretary General,
1507 E. Central Avenue,
Albuquerque, New Mexico.

Mrs. Jennie M. Gonzalez, Treas. Gen.,
2132 East Lead,
Albuquerque, New Mexico.

M. A. Gomez, Organizer General,
900 S. Stanton,
El Paso, Texas.

Mrs. J. C. Machuca, Ladies Organizer
General,
621 Prospect Avenue,
El Paso, Texas.

Prof. A. Bañuelos, Organizer General
Junior Lulac,
Baytown, Texas.

Reyes Ortiz, Chaplain General,
Laredo, Texas.

Philip J. Montalbo, Inspector General,
National Bank of Commerce Building,
San Antonio, Texas.

A. Gilbert Espinosa, Legal Adviser,
Albuquerque, New Mexico.

Fred Ponce, Jr., Director of Publicity
and Editor LULAC NEWS,
P. O. Box 1642,
El Paso, Texas.

Andres de Luna, Custodian of Records,
Corpus Christi, Texas.

Joe Martinez, Special Organizer for
District of Columbia and Eastern States,
Washington, D. C.

J. T. Canales, Special Organizer,
(Lower Rio Grande Valley)
Brownsville, Texas.

Dr. J. T. Saldívar, Director of Public Health,
Littlefield Building,
Austin, Texas.

Mrs. Della F. Hernandez, Ladies Special
Organizer,
San Antonio, Texas.

Mauro M. Machado, State Organizer
for Texas,
130 Soledad Street,
San Antonio, Texas.

Carlos Gilbert, State Organizer
for New Mexico,
Santa Fe, New Mexico.

Felix Walfel Montoya, State Organizer
for California,
3528½ Garnet Street,
Los Angeles, California.

E. D. Chavez, Special Organizer
for New Mexico and Colorado,
1105 W. Marquette Avenue, Apt. 5,
Albuquerque, New Mexico.

B. C. Hernandez, Special Organizer
for New Mexico and Arizona,
929 S. Fourth Street,
Albuquerque, New Mexico.

Severino Martinez, Special Organizer
at Large,
San Antonio, Texas.

Rudolph Vara, Special Organizer
for East Texas,
Baytown, Texas.

Prof. Rudolph O. Gutiérrez, Chairman of
Educational Committee,
Rt. 2, Box 337A,
Albuquerque, New Mexico.

Tomas Garza, Director of
Boy Scout Committee,
San Antonio, Texas.

J. G. Villarreal, Special Organizer,
(Laredo District),
Laredo, Texas.

TRUSTEES

J. T. Canales,
Brownsville, Texas.

Mrs. Carlos Gilbert,
Santa Fe, New Mexico.

Arthur Chavez,
Albuquerque, New Mexico.

EDITORIALS - - -

The Official Organ of The
**LEAGUE OF UNITED LATIN
AMERICAN CITIZENS**

Single Copy—10c
Published monthly
El Paso, Texas

FRED PONCE, Jr.
Director of Publicity and Manager

Associate Editors
VICTOR DURAN
THEODORE CHACON
MRS F. I. MONTEMAYOR
SERGIO GONZALEZ
J. T. CANALES

A JOB WELL DONE

We are in receipt of a letter of acknowledgment from the San Antonio LULAC NEWS Committee wherein the Committee through its Chairman Mauro M. Machado lauds highly the spirit with which the many advertisers contributed towards the success of the November 1938 edition of our official organ which was sponsored by the San Antonio Councils. It reads in part as follows: "In placing this number before our readers, one of the largest ever printed, we extend our sincere appreciation and gratitude for the splendid support given us by our ever growing circle of friends, who have contributed their share in its achievement, and to whom we took great pleasure to present the issue."

The unselfish interest and activity displayed by the San Antonio LULAC NEWS Committee can not be ignored. Those individual members of both San Antonio Councils who composed the Committee deserve special mention. In addition to the splendid work done by Chairman Mauro M. Machado, the following played an important part in the success of the November issue: Mesdames Della F. Hernandez, Special Organizer, Rebecca M. Bononcini, President of Ladies Council; Lillie Villapadierna, Helen Allen, Santos S. Herrera, and Miss Mary Acuña all members of Ladies Council No. 12, and Messrs. Jacob I. Rodriguez, President, James Tafolla Sr., Secretary, and Frank Trejo Jr., all of Men's Council No. 12.

LULAC NEWS not only recognizes but admires the noble efforts and unselfish devotion to duty exhibited by the San Antonio LULAC NEWS Committee. May it serve as an example for other committees to follow.

WE ARE GRATEFUL

The present edition of LULAC NEWS was made possible by the generous efforts of the Albuquerque Men and Ladies' Councils Nos. 34 and 17, respectively. Unfortunately we have not been furnished with a complete list of individual members who participated in the drive to get advertisements and who contributed

with material and literary items to make up the present issue. However, we feel that special mention should be made of the Albuquerque Publicity Committee composed of President Abelardo Prieto, Vice President D. B. Baca, and members of the Committee Frank A. Salazar, Onofre F. Sandoval and Benjamin C. Hernández.

Were it not for the generous cooperation of these gentlemen, we doubt whether a December issue could have been published this month that would be befitting to an organization like ours.

Obtaining advertisements and gathering material for publication in our official organ demand hard work and consistent effort. We deeply appreciate the splendid work done by those who we have mentioned as well as those whose names do not appear on this column but who without expecting any reward unselfishly donated their time and effort to our noble cause.

**HAS YOUR COUNCIL PAID ITS
QUARTERLY DUES?**

**HAVE YOU PAID YOUR ONE
DOLLAR SUBSCRIPTION TO LULAC
NEWS?**

MONUMENTS

A Rock of Ages Memorial, with its matchless beauty, is guaranteed for all time and carries a Gold Bond Certificate of Everlasting Guarantee. The Rock of Ages Corporation etches its tiny, inconspicuous seal on every memorial. This seal is to granite what Sterling is to silver. It protects the purchaser and shows that the product is genuine.

If you are interested in monuments, please write us, or phone us, for booklets and particulars.

We are the exclusive, authorized dealer of Rock of Ages Memorials for West Texas and for the state of New Mexico.

MEMORIAL ARTS

M. S. ASBELL, Owner

2030 Montana Street Main 182
EL PASO, TEXAS

¿SUS OJOS?

¿Tienen Uds. Ojos con picazón,
Ojos inflamados, Ojos enrojecidos?

Usen

GOTA OPTICA

El remedio universal para los ojos.

Precio 25c y 50c

Si no puede encontrarla en su botica, mándenos el precio en timbres postales y las mandaremos por correo.

ROMERO DRUG CO.

P. O. Box 700 El Paso, Texas

THE AZTEC CURIO SHOP

In C. Juarez, Mexico
Offers you the largest
Assortment of

*French and
Spanish Perfumes*
and

Mexican Novelties

THE LOWEST PRICES
IN TOWN

Visit this Shop and be Con-
vinced, or Mail Your Orders
The Aztec Curio Shop
Three Blocks from Int. Bridge
In Juarez, Old Mexico

TAOS

By J. T. Canales
Brownsville, Texas

Were I independent financially and looking for a haven of quiet, peace and beauty to spend the remainder of my days, I would select Taos, New Mexico, as the place; such is the wonderful impression that my visit to Taos made on me.

Somehow, when you come to Taos you feel that you are approaching a world in which Michael Angelo, Raphael, Savonarola, Francis I., Charles V., Hernan Cortez, and other such characters of the XV and XVI Centuries lived and made famous. Moreover, this feeling is not altogether a fancy, because as one stands contemplating the quaint old Indian Pueblo (pictured on the cover of *Lulac News* for September) and remembers the description given by Alvarado and Barrionuevo, Spanish officers under Coronado, who visited this same Pueblo in 1541, one is impressed with the fact that it is the same character of building which they saw and perhaps the same identical buildings which have been there for lo' . . . these four hundred years! No wonder that Taos has been so attractive to artists, who have made it their Mecca.

We must bear in mind that there are three separate communities or towns that go by the name of Taos. One is called *Ranchos de Taos*, of very ancient origin and situated about four miles due south of Taos proper. Then there is the incorporated town or city of Taos which was settled by the white people about 1612; and about two miles in a northerly direction stands the Indian Pueblo of the same name at the very place where the Spanish Conquistadores found it in 1541.

There are two great characters who made history and who lived and are interred here in what is

known as *Kit Carson Cemetery*. One is father Antonio José Martínez, a brother of Don José María Martínez, the grandfather of Hon. Filemon T. Martínez, our President General. Father Martínez was not only a leader in civic and religious matters, but he was truly a benefactor of his people. He established the first co-educational school in Taos; He brought into New Mexico the first printing press and he edited the first newspaper west of the Mississippi. This newspaper was called "*El Crepúsculo*," a very appropriate name.

The other great character is Kit Carson the famous hunter, scout and Indian fighter, after whom the beautiful forest of Red River Pass is named. It is a sad commentary that the name of a famous hunter is immortalized by our Government with a national monument, The Carson National Forest; and that the memory of a truly great man, yea, a benefactor of the human race, lies unnoticed in an insignificant grave marked only by a marble tombstone! What a pity! New Mexico should feel ashamed for this failure to honor the memory of Father Martínez with a suitable monument worthy of a great and good man.

There is no artificial beauty in and around Taos. There you find natural beauty that stands out and overpowers you. The Circle Drive from Taos to Red River, through Eagle Nest and Red River pass, to Questa and back to Taos contains one of the most wonderful spots of natural scenery that I have ever seen. Indeed it is a continuous panorama of grandeur and majestic beauty. At Red River Pass we were 10,600 feet above sea level, and what a glorious sight! Another beautiful drive is by way of Talpa, Peñon - Tres Ritos, Mora and Las

Vegas. We were deeply indebted to our very dear friends Mr. and Mrs. Jacob M. Bernal and Mr. and Mrs. Reuben Martínez for taking us through these two drives.

It was on the last mentioned drive, while standing at the great divide contemplating the marvelous scenery below, that I was inspired to write these few lines about Taos:

Taos, Oh peaceful Taos,
Taos a land of rest;
Of all the beauty spots in
New Mexico,
Thou art the best!

Taos, Oh beautiful Taos,
Taos the Picturesque;
Of all the wonderful scenery in
New Mexico,
Thou has the best!

Taos, Oh wonderful Taos,
Of light a radiant beam;
Taos, the home of aspiring artists,
Thou art a dream!

Our good friend Prof. Jacobo M. Bernal, who is a native of Taos and lives at Ranchos de Taos, is interested in finding out the origin of the word Taos. Some say it is of Indian, others of Spanish origin; and I promised to look it up and give him the benefit of my study. I am satisfied that it is **not of Indian origin** but

it was given to these Indians by the Spaniards and the word Taos may come from one of these two sources: (1) These Indians, from the time they were first discovered by the Spaniards to the present, wear a covering of cloth wrapped around their hips. They do this even in summer. There is a Spanish word "Tao," singular, and "Taos," plural, which signifies a cloth worn by the members of the order of San Antonio Abad as an insignia and which is in the form of a T. This same insignia is used by the members of the Order of San Juan. The Spaniards were familiar with these two orders and they may have seen a resemblance to the use of the cloth made by the Indians and called them "Indios de Tao" and this may have been used by the Spaniards to distinguish them from the other Pueblo Indians. (2) Webster's New International Dictionary (1931) has a word "Tao" singular, and "Taos," plural, which is of Malayo-Polynesian origin, and used in the Phillipine Islands (which were discovered in 1521 by the Spaniards) and which means "a man, native of the lower class; a peasant"; and the Spaniards may have been familiar with this word.

In conclusion let me say if you have never been in Taos, get busy and take a trip there. It is worth the money and the effort.

Felices Pascuas y Año Nuevo para todos
mis buenos amigos LULAC'S

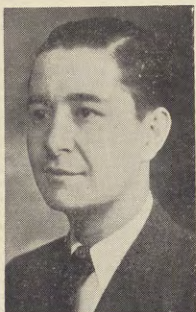


ARTES GRAFICAS
PRINTERS & PUBLISHERS

J. C. RAMIREZ, Prop.

211 S. Laredo St.

San Antonio, Texas



COMPLIMENTS OF

Joe I. Martinez

Member Council No. 34



Albuquerque, N. M.

COMPLIMENTS OF

J. Korber & Co.

AND

J. Korber Auto Co.



Albuquerque, N. M.

Federal Support for the Centennial

Albuquerque, N. M., Dec. 15, 1938

President Franklin D. Roosevelt, in conference with Dr. James F. Zimmerman and Director Herbert O. Brayer of the Coronado Cuarto Centennial, today expressed fullest support of the plans for the 1940 celebration in New Mexico. Meeting at the White House executive offices at 12:50, the Coronado leaders discussed fully with the President the problem of federal participation and financial needs of the Coronado fete. President Roosevelt expressed great enthusiasm for the plan presented to him and was especially pleased with the phases of the Coronado program dealing with participation of Latin America. The President said he was thoroughly in accord with a Federal appropriation of \$200,000 to support the program and stated he would give it his support. Mr. Roosevelt was very familiar with the New Mexico situation and recalled at some length several personal experiences he had had in New Mexico.

President Roosevelt desired Dr. Zimmerman and Mr. Brayer to confer with Under-secretary of State Sumner Welles regarding the Latin American phases of the Coronado celebration. He suggested that a New Mexico delegate be sent to the Pan-American conference with the United States delegation to solidify Latin American support for the 1940 event. A conference with Mr. Welles immediately following their call at the White House was arranged. Secretary Welles gave his entire support to the Coronado plan. At the suggestion of Welles, Doctor Ben Cherrington, Director of the Division of Cultural Relations for the State Department, and a delegate to the Lima conference, was appointed as official spokesman for the Coronado celebration. Dr. Cherrington is familiar with New Mexico and the

Coronado plans, and following the Pan-American conference will tour Latin America and publicize the event. Exhibits and actual participation in the Coronado program will be solicited. Secretary Welles called upon the Centennial Directors to draft a resolution, to be submitted by the United States delegation to the Pan-American conference, which would call for the Participation of every Latin American Nation in the Coronado celebration. The resolution will be introduced and supported by the United States delegation led by Secretary of State Cordell Hull. It contains a call for international conferences between educators, historians, anthropologists and scientists to be held in New Mexico in 1940. This was included at the suggestion of the State Department officials.

A morning conferences with the Department of the Interior brought promise of additional aid for the Centennial. Assistant Secretary Burlew told the Coronado leaders he would appoint an official representative to survey the entire situation in New Mexico and would name the official by Saturday of this week. The Interior Department will give every consideration in the matter of improving national monuments, approach roads, and in such other ways as is possible. Secretary Ickes who was called to Havana, has already given an expression of full support. Burlew was interested in the plan submitted to him by which approach roads to Chaco Canyon, El Moro, Bandelier, and other New Mexico national monuments would be built in order to make them readily accessible to tourists. The survey to be conducted within the next several weeks is designed to develop concrete plans for cooperation by the Department. Such plans

to be made at once in order that they may be included in the December budgets. Aid from W. P. A. and other relief agencies can be expected.

Secretary of Agriculture Wallace met with the Centennial officials at a late hour today and gave assurance of his support and that of his

Department. Additional aid from the C. C. C. and the Forest Service was promised.

Dr. Zimmerman and Mr. Brayer left for New York at a late hour Tuesday, but will return for final conference with State and War Department officials on Saturday morning.

Four Hundred Years in New Mexico

An Editorial
By Friedrich Von Falkenberg
City Editor
Albuquerque Journal

It seems ridiculous that there should be any difficulty in convincing or persuading the people of the state of New Mexico especially those engaged in business, that the greatest opportunity ever presented for centering interest on the state, is the Coronado Cuarto Centennial celebration during the year 1940.

For the most part, business men, from shoe shine parlor proprietors to operators of mines, directors of utilities and owners of stores, are men and women whose future lies where they have elected to live out their lives. Be they renters or home owners, their lives can be better lived only as the state's welfare and economic status increases.

There is something more to the forces that produce welfare than the four walls of a store or factory. People must live within trading range of those producing plants or distribution centers, and others must come to reside in the area. To induce those others to come, the natural glories of a community or state must be taken into consideration along

with the wage or economic inducements. In short, they must be attracted not only by the offer of a job, but by the assurance of a satisfactory community in which to enjoy life.

The Coronado Cuarto Centennial is planned, carefully and painstakingly, to project the glories of the state, both natural and historical. A program of the Commission's outline of pageantry and entertainment shows conclusively that scarcely any section of the state of New Mexico is without sufficient interest of one sort or another to attract the vast MONEY-SPENDING horde of tourists who annually come to, or through, New Mexico.

A merchant makes no money from potential customers who pass his door.

A wise merchant makes his store attractive and then advertises his wares.

The state of New Mexico, as the Coronado Cuarto Centennial Commission's newly issued booklet points out, is not only replete with attractions, but has, in 1940, a chance to show the world what the state has contributed, as none of our sister

states, to the cultural advancement of the United States and, consequently, of the world.

Had Coronado failed to have crossed the Rio Grande when and as he did, bringing to what is now the United States of America the first cattle, sheep, horses, goats and pigs, the history of this nation would have been different, and, it naturally follows, so would have been the history of the rest of the world from about 1540 to date.

The Centennial is not projected as a "World's Fair" with nothing to show visitors but a collection of exhibits. It is planned as a period of celebration commemorating an epoch-making event that today has its influence on the lives of every human being on the face of the globe.

The landing of the Pilgrims at Plymouth Rock, the Jamestown experiment, the colonization efforts of Lords Say and Brook, the dickering

for the island of Manhattan, the peopling of Penn's Woods are all at least of secondary importance when compared with the coming of Francisco Vasquez de Coronado in the year 1540.

The people of New Mexico should be proud of their historical heritage and should leave no stone unturned to assure the success of the Coronado Cuarto Centennial celebration in 1940.

The celebration is not for Albuquerque, nor Santa Fe, nor Roswell, nor Gallup, nor Strauss — it is for ALL NEW MEXICO. It is not for the Masons nor the Elks nor the Knights of Columbus nor the Lulacs, it is for ALL NEW MEXICANS. All towns and cities and all the people, therefore, all good citizens should give the Coronado Cuarto Centennial Commission, and its Director, the utmost in support. This is your state, your celebration—your opportunity for your greater personal and collective welfare. Be sensible, don't pass it by.

Santa Fe Railroad Backs Centennial

Albuquerque, Nov. 12. Meeting with Coronado Cuarto Centennial officials in Chicago Thursday, President J. Bledsoe of the Santa Fe railroad pledged the moral and financial support of his company to the Coronado Cuarto Centennial. A five thousand dollar cash contribution was made and plans for the nation wide advertising of the 1940 event was outlined by the company. "You have our full support morally and financially," Bledsoe told President James Zimmerman and Director Herbert O. Brayer. It was pointed out that the cost of the advertising campaign to be undertaken by the railroad would constitute a contribution many times that made in actual cash.

Dr. Zimmerman and Mr. Brayer met with Bledsoe and his executive staff at the company offices on Wednesday where, after they had explained the entire Coronado program, the railroad officials requested a further conference on Thursday. The decision to give full support was made by Bledsoe at this meeting, in which E. J. Engle and Paul P. Hastings, executive vice presidents in charge of traffic and operations, were present.

The Coronado officials will leave Chicago Friday for Washington to confer with President Roosevelt next week.

COMPLIMENTS OF

**Coronado
Theatre**



Albuquerque, N. M.

COMPLIMENTS OF

Coronado
Service Station

Phillips 66 Washing
Greasing Accessories

Corner 4th and Iron Street

Mr. Waldo T. Lopez, Prop.

(Member)

Proctor & Gamble
- SOAPS -

ALWAYS PLEASE

P & G the White Naptha
OXYDOL

DRENE

LAVA

IVORY

Co-operation

By Emilio D. Chavez
Lulac Organizer for New Mexico
And Colorado

Perhaps the word "Co-operation" has been over worked. Nevertheless, if put to work, or rather if we adhere to its meaning and act accordingly for the enlargement and advancement of our LULAC organization we'd "go Places."

While I do not intend to handle any Bouquets, there has been a few LULACKERS from the beginning of the order who have given their hearts and souls for the Organization and from time to time new members have joined hands with us that also are doing their share and more for the cause. The accomplishments that have been brought about by these men and women have not just happened, they have not manifested themselves out of wishful thinking. They are as a result of the constant and persistent effort of these individuals. To obtain them meant great sacrifices, contribution of time, money and energy by those that were not afraid to face facts; who were not content to close their eyes to the adverse trends in our endeavor. Did you ever ask yourself this question? What have I contributed to obtain all these benefits I am enjoying today?

Frankly speaking; many of us like to "Pass the buck" and let George do it. And George (poor thing) does the best he can although he already has about all he can do. It's beyond me to understand that attitude, since our organization is one that can't be surpassed by any other organiza-

tion of its kind in the nation. We sit back and "Let George do it." Our Aims and Purposes represent the highest ideals by which a citizen can feel proud. In fact, I feel that all Lulacs should feel proud for having been selected as members of such an organization as Ours.

To accomplish our endeavors we certainly need the full cooperation of all members and everyone who sympathizes with our cause. We fully realize that our ideals can not be accomplished in one week, one month or one year, but its a continuous struggle until we finally obtain our purposes.

Modern civilization depends upon cooperation. Government itself is the cooperation of all its citizens for the protection of each. The only real function of government is "**Protection.**" When government attempts to do more than that to protect its citizens, government deteriorates. No business amounts too much until those who manage it come to regard it as an institution. Its about the same way with an organization. An organization is more important than any one of the individuals. Ah!

—"All for One and One For All."

We must be honest with ourselves. When we're optimistic, we tackle a big job and find it easy, When we're pessimistic and feel that the job can't be put over, we inevitably fail at even an easy task. **Success** or

failure lies in us, perhaps we need a new mental attitude, not next week, month or year, **but today!**

Somebody had the report started in the dim past that opportunity knocked only once. Opportunities are everywhere. Let's all do our part and not only BOOST that "I AM A LULAC" and stop there. We ought to practice what we preach. We need to go a step further for ourselves, but not a step further to put it all on poor "George's" shoulders.

The failures of life sit around and complain

That the gods haven't treated them right;
They've lost their umbrellas whenever it rains,
And haven't their lanterns at night.

Men tire of failures who, fill with their sighs
The air of their neighborhoods.
But the man who is treated with love-lighted eyes—
He's the man Delivering the Goods.

Letters to the Editor

Albuquerque, N. M.
December 1, 1938.

Mr. Fred Ponce, Jr.,
Director of Publicity and
Editor LULAC NEWS,
El Paso, Texas.

RE: THE CORONADO CUARTO CENTENNIAL

Dear Bro. Ponce:

The subject uppermost in our mind is the celebration of the explorations of that mighty Spanish Conquistador Francisco Vasquez de Coronado in the year 1540. The Commission created by Legislative Act, has had a good many hurdles to clear in the last four years. At times it looked as though we could have to throw up the sponge, but under the captainship of that splendid leader of men, Doctor James F. Zimmermann, President of the Coronado Cuarto Centennial Commission, we have stayed on the job under very

discouraging circumstances. The Legislature which created the Commission and enacted the Law providing for the celebration of the Centennial did not make any provision to finance the same but left the Commission up in the air, so to speak, in regard to funds to carry on the preliminary activities of the proposed celebration of this historical event.

The Commission adopted various methods for raising money in order to carry on a campaign of advertising and publicity. We have sold Membership Certificates ranging from one to one hundred dollars. We have begged and borrowed (from the State). Through these methods we have raised over \$10,000.00, and not a dime has been wasted but all of it has been put to a good use in advertising the Centennial. To cap the climax the last Legislative Assembly failed to provide for an appropriation of any sort in order to carry on the proposed program for the celebration, but notwithstanding that, our President called us together several times, and with his

dynamic personality and tenacity of purpose told us that we were going to have a SHOW such as we had planned.

Another body blow was handed the Commission when the Congress failed to pass our Coin Bill, as proposed and introduced by our Senators and Congressman. To counteract all these failures to raise funds, we have had happily the cooperation and moral support of the press of the State and the Southwest in particular, and also the support of the people generally. Many business men have contributed liberally of their means to carry on the tremendous job thus undertaken without funds.

Petty jealousy has in some cases shown its ugly face, judging from the utterances and articles which have appeared from time to time in some papers, which assumed the attitude that the celebration was for one or two towns in the State only. And so, some of the editors have seen fit to become knockers instead of boosters of a proposition which will bring to our State thousands and perhaps millions of dollars in exchange for a few dollars that we will put out. In other words, our bread thus thrown upon the waters will come back to us a hundred or a thousand fold. Some malicious persons who take delight in knocking everything in sight also have seen fit to prejudice our Indian neighbors by telling them that it does not behoove them to celebrate an event that depicted their humiliation and defeat by cruel War Lords, and so from

time to time some EDUCATED Indian has come out with a squib opposing the celebration and admonishing the Indians to refrain from taking part in the SHOW. This, as I have stated, is pure and simple malicious prejudice. These narrow-minded and envious ignoramuses should know that this SHOW means business for our whole State.

But since there is a silver lining to every cloud, in spite of any opposition to this historical event which was so long neglected by us, we can see now how obstacles can be surmounted and turned into stepping stones across the stream. Both candidates for Governor, at the last election, came out openly and sincerely in their campaign talks favoring the celebration of Coronado's entry into this region and pledging themselves to do all they could to get financial assistance from the State through a substantial appropriation.

Within the last few weeks the Atchison, Topeka and Santa Fe Railway Company, has pledged its financial and moral support to the proposition.

Dr. Zimmermann and Mr. Brayer, the former Chairman of the Commission and the later its Director, have interviewed President Roosevelt and several of the cabinet members in Washington, and they have indicated their willingness to help make the celebration a success. The President stated that he was in favor of an appropriation for that purpose.

Our Lulac Council has on various occasions offered its services to the Commission and has purchased a one hundred dollar Certificate of Membership. I am enclosing here with an editorial from the facile pen of City Editor Fred Von Falkenberg which speaks for itself and to the point on this important subject. I am also enclosing some excerpts from the daily press which gives the Commission additional encouragement in this great undertaking. Needless to say that the Educational Institutions of our State as well as the Department of Education and the heads of these schools are 100% boosters for the Coronado Cuarto Centennial.

Dr. Zimmermann, Chairman of the Cuarto Centennial Commission, upon his return from the east called a

meeting of the Members of the Commission on Monday, November 21, 1938, for the purpose of making a report of his efforts in behalf of the celebration of Coronado's expedition to this region, and both he and Director Brayer feel very optimistic about the SHOW and say that the assurances that they received from President Roosevelt and the members of his Cabinet and other high officials in all Federal Departments and Bureaus, insures the success of the celebration and it only remains for us to do our part, the actual work.

Fraternally yours,

B. C. Hernández,

Member of the Commission

Coronado Cuarto Centennial.

Superfine Quality

At Most Reasonable Prices

FULLY AGED in OAK BARRELS

PINTS QUARTS

65c \$1.25

IN JUAREZ, MEXICO



Jose Gomez, S. en C.

Exclusive Wholesale Distributor

16 TH OF SEPTEMBER JUAREZ, MEXICO

LEO BACA & CO.

Wholesale and Retail



GAS, OILS, TIRES AND TUBES

1524 South Fourth Street and 1408 So. 4th Street

Phone 1012

4th and Bridge



AGENTS SHAMROCK GASOLINE

Butts Drug Stores Inc.

ALBUQUERQUE, NEW MEXICO

Serving Albuquerque and New Mexico for
over 25 Years

DO YOUR CHRISTMAS SHOPPING AT YOUR MOST
COMPLETE ALBUQUERQUE STORES.

Rexall products, Cameras, Tobaccos, Complete
Prescriptions Dept. - Competent
Registered Pharmacist
to serve you

Mexico Promete Cooperacion

UN REPRESENTANTE DE MEXICO PROMETE LA COOPERACION DEL GOBIERNO MEXICANO PARA CELEBRAR EL CUARTO CENTENARIO DE LA ENTRADA DEL GENERAL FRANCISCO VASQUEZ DE CORONADO A NUEVO MEXICO EL AÑO DE 1540.

Albuquerque, N. M., Diciembre de 1938 — William Berlin Goolsby, Director de Relaciones Públicas de México en los Estados Unidos, ha extendido a los Oficiales encargados de la celebración del Cuarto Centenario de Coronado, la feliz información en esta semana, que la República Mexicana estaba deseosa de cooperar con Nuevo México en el Cuarto Centenario que será celebrado en 1940.

De visita con los Oficiales del Centenario en Albuquerque, el Sr. Goolsby, declaró que México estaba listo para cooperar en arreglar una exhibición o exhibiciones y que participaría en todas las fases del Centenario a las cuales había sido invitado México. También dijo que "ningún evento en la historia reciente, haría más bien en estrechar las relaciones amistosas con la República Mexicana que El Cuarto Centenario de Coronado. Y a todo como lo esta tan íntimamente relacionado con la civilización Hispanica del Nuevo Mundo, Nuevo México, tendrá en 1940 la oportunidad más grande que jamás se le ha presentado para hacer algo concreto en establecer amistades permanentes, no solo con México, sino con otras Naciones Latinoamericanas."

Minutes of Executive Meeting Held on November 3, 1938 at Albuquerque, N. M.

A meeting of the Executive Council was held on November 3, 1938. The meeting was called to order at 8:00 P. M. by President General, Mr. Filemon T. Martínez. Besides Mr. Martínez, Treasurer General, Mrs. Jennie M. Gonzalez and Secretary General, Joseph B. Velasquez, were present.

Minutes of the previous meeting were read. There being no corrections the minutes were approved as read.

After a brief discussion it was unanimously decided to hold Executive meetings monthly on the third Friday of each month.

The Treasurer General reported

that all but 15 Councils are in arrears up to September 1st. Both Las Vegas Mens' Council No. 86 and Ladies' Council No. 20 are the first Councils to pay one quarter of their annual dues on their membership under the new financial set-up of a dollar per member per year. The Mens' Council have paid the one dollar subscription to Lulac News on their entire membership of fifty, thus being the first Council to report a 100% subscription to our official organ.

The following Councils have sent in the Minutes of their meetings:

San Antonio Council No. 2 — San Antonio, Texas.

Brownsville Council No. 3—
Brownsville, Texas.

El Paso Council No. 8—El Paso,
Texas.

San Angelo Council No. 27—San
Angelo, Texas.

Albuquerque Council No. 34—Al-
buquerque, New Mexico.

Texas City, Texas No. 65 — Texas
City, Texas.

Taft, Texas Council No. 81—Taft,
Texas.

Smelter, El Paso No. 82—Smelter,
El Paso, Texas.

Ladies Councils

El Paso Council No. 9 — El Paso,
Texas.

San Antonio Council No. 12—San
Antonio, Texas.

Laredo Council No. 15 — Laredo,
Texas.

Santa Fe Council No. 18 — Santa
Se, New Mexico.

The Secretary General reported
that he had received another ship-
ment of Lapel Buttons, had placed
an order for new Charters and
would have to place an order for
letterheads.

At this time the President General
stated that henceforth any Council
that is reinstated will be allowed to
keep their original Charter and num-
ber, provided it is sent for approval
date and stamp. If for any reason
they cannot produce the original

Charter the General Council will
furnish a duplicate. These Councils
that are reorganized will pay a fee
of \$2.50. If, on the other hand, if
they wish a new Charter, the fees of
\$5.00, the same as for new Councils
will prevail.

The Treasurer General requested
that she be authorized to have spe-
cial receipts printed, with the Gen-
eral Council's heading on them.

At this time the President General
reported that a sufficient number of
Councils having ratified the Consti-
tutional Amendments he would issue
a proclamation to the effect that Re-
solutions No. 6, 21, and 22 were now
a part of our Constitution. Resolu-
tion No. 22 carried with it Resolution
No. 23, its companion Resolution,
putting into effect the \$1.00 per mem-
ber per year clause.

There being no further business,
the meeting was adjourned until Fri-
day November 18, 1938, at 7:30 P. M.

R. O. Gutierrez

Act. President General

Attest: Jose B. Velasquez



COMPLIMENTS OF

RENDEZVOUS

El lugar donde se encuentran los amigos Lulacs

MIXED DRINKS OUR SPECIALTY

-: Dancing every Night :-

Music by Pete Perea and his Rendezvous Boys
Five Blocks after leaving White Way on North Fourth
and City Limits

ADOLFO B. BACA, Prop. GEORGE BACA, Mgr.

ALBUQUERQUE, NEW MEX.

(Member Council No. 34)

Pay Less Food Mkt.

MARTIN GILBERT

Prop.

PHONE 675

823 SO. SECOND ST.



Albuquerque, N. M.



Member Council 34

Wholesale dealers of the
Famous Cordova pure
ground Chile bulk, and
cellophane packed

NICK CORDOVA, Prop.

Rio Grande PRODUCTS CO.

3707 N. Fourth St.

Albuquerque, N. M.

Member Council 34

Resolution to Help Coronado Fete

Framed by Delegates to Lima Parley

State Department Representative To Read Document to Pan- American Assembly

WASHINGTON, D. C., Nov. 21 — Text of the proposed resolution calling for Latin-American participation in the Coronado Cuarto Centennial to be presented to the Pan-American conference by the United States delegation in Lima,

Peru, Dec. 9, is as follows:

"Whereas the State of New Mexico, conscious of its Hispanic background, and its linguistic and cultural ties with Latin America, has signified its intention to commemorate in 1940 the four hundredth anniversary of the exploration of Francisco Vasquez de Coronado, first European to traverse the Southwestern portion of the United States now included in Arizona, New Mexico, Texas, Oklahoma and Kansas, and

"Whereas the State of New Mexico has created a commission known as the Coronado Cuarto Centennial Commission to plan and execute such a celebration in 1940 and such Commission having set forth its intention and desire to hold such celebration as a monument to the great Hispanic background of New Mexico, and

"Whereas the program of the Coronado Cuarto Centennial is based upon historical, cultural, and educational phases of life and mutual interest to the peoples of North, Central and South America,

"Now, therefore be it resolved:

(1) that all American nations shall send official delegates to the opening of the Coronado Cuarto Centennial on May 1, 1940 at Bernalillo, New Mexico, site of the Coronado monument;

(2) that all American countries place appropriate exhibits at the Coronado Cuarto Centennial;

(3) that American nations where possible send representatives to the historical, anthropological, scientific and educational conferences to be held in New Mexico in 1940 under the auspices of the Coronado Cuarto Centennial;

(4) that the program of the Coronado Cuarto Centennial be given adequate publicity in all American nations;

(5) that educational institutions and agencies of the American nations, wherever possible, encourage historical and cultural programs similar to that of the Coronado Cuarto Centennial celebration."

Coronado officials, recently returned from conferences in Washington, were informed that the resolution will be presented to the Pan-American conference by Dr. Ben Cherrington, director of Cultural relations for the Department of State.

Amigo Mio—no te asombre
Ría y llóre cuando veo—
Tantos HOMBRES sin empleo
Tantos empleos sin HOMBRE!

FINNESSE

Editor's Note:—The following is an extract from a sentence by the Justice, Kirby Benedict, a former Associate Justice of the Supreme Court of the Territory of New Mexico who occupied such position for a period of about 13 years and the sentence below being pronounced upon the party convicted of murder at a session of the court in Santa Fe, in 1874:

"José María Martin, stand up" José María Martin, you have been indicted, tried and convicted by a jury of your countrymen, of the crime of murder, and the court is now about to pass upon you the dread sentence of the law. As a usual thing, José María Martin, it is a painful duty for the Judge of a court of justice to pronounce upon a human being the sentence of death; there is something horrible about it, and the mind of the court usually revolts from the performance of such duty. Happily, however, your case is relieved of all such unpleasant features, and the court takes positive delight in sentencing you to death.

"You are a young man, José María Martin, — apparently of good physical constitution and robust health. Ordinarily you might have looked forward to many years of life, and the Court has no doubt you have, and have expected to die at a ripe old age; but you are about to be cut off in consequence of your own act.

"José María Martin, it is now the spring time; in a little while the grass will be springing up green in these beautiful valleys, and on these broad mesas and mountain sides; flowers will be blooming; birds will be singing their sweet carols, and nature will be putting on her most gorgeous and her attractive robes;

life will be pleasant, and men will want to stay—but none of this for you José María Martin, the flowers will not bloom for you, José María Martin; the birds will not carol for you, José María Martin. When these things come to gladden the senses of men, you will be occupying a space about six feet two beneath the sod, and the green grass and these beautiful flowers will be growing about your lowly head.

"The sentence of the Court is that you be taken from this place to the county jail; that you be kept safely and securely confined in the custody of the Sheriff until the day appointed for your execution. Be very careful, Mr. Sheriff, that he have no opportunity to escape, and that you have him at the appointed place at the appointed time; that you be so kept, José María Martin, until—'Mr. Clerk, on what day of the month does Friday, about two weeks from this time come?' 'March 22nd, Your Honor.'—Very well, until Friday, the 22nd day of March, when you will be taken by the Sheriff from your place of confinement to some safe and convenient spot within the county — that is your discretion, Mr. Sheriff,—and that you be hanged by the neck until you are dead and—the Court was about to add, José María Martin, May God have mercy on your soul, but the Court will not assume the responsibility of asking an allwise Providence to do that which a jury of your peers has refused to do. The Lord couldn't have mercy on your soul, however, if you affect any religious organization, it might be well enough for you to send for your priest or your minister and get from him, well, such consolation as you can—but the Court advises you to place no reliance upon anything of that kind. Mr. Sheriff remove the prisoner."

LULACS MAKE
COMBS HOTEL

Your Head Quarters while here during
your Convention

in the heart of the Business District

PAT VIGIL, Manager

ALBUQUERQUE, NEW MEXICO



Member of Council No. 34

HICKS INC.

407-09 West Central
ALBUQUERQUE, NEW MEXICO

INVITES THE
LULACS

To make their headquarters at this friendly store
during their stay here

A complete Department Store
at your Service

Call to Special Convention

LEAGUE OF UNITED LATIN AMERICAN CITIZENS

Office of President General

Albuquerque, New Mexico

December 3, 1938

TO ALL COUNCILS:
GREETINGS:

In pursuance to written requests received from El Paso Men's Council No. 8 and Smelter District Men's Council No. 82, and by virtue of the authority vested in me under Article IV, Section 5, of our General Constitution, I, Filemon T. Martinez, President General of the League of United Latin American Citizens do hereby call a Special National Convention of the League to be held in the city of Albuquerque, New Mexico, on Saturday and Sunday, January 21st and 22nd, 1939 for the following purposes:

1. To amend Resolution No. 14, which requires all members—irrespective of whether two or more members of the same household belong to a local council in the same town or city—to pay \$1.00 dues to LULAC NEWS.

2. To provide means by which to combat discrimination against

Latin American children in our Latin American people wherever that may exist.

3. To elect State Governors and District Governors where these have not been yet selected or appointed.

4. To make the necessary changes in the Educational School Fund so that it may be administered in each governor's district by a committee elected for that purpose instead of it being statewide as it is now.

5. To dispose of any other business coming before the Convention which may have a bearing on the general welfare of our League.

All councils are urged to send delegates in conformity with the provisions contained in Resolution 22 and 23 passed at the National Convention at El Paso, Texas, June 5, 1938, and subsequently ratified by majority of the councils of the League.

Given under my hand and seal of office in the city of Albuquerque, New Mexico, on the 3rd day of November, 1939.

(Signed) Filemon T. Martinez

President General

(SEAL)

Attest:

(Signed) Joe B. Velasquez,

Secretary General.

Ven, MUERTE . . . tan escondida
Que no te sienta venir,
Porque el placer de vivir
No me vuelva a dar la VIDA!

Albuquerque Woman's Club Hears Dr. Arthur I. Campa Authority of N. M. Folklore

By Harriet Monk
Society Editor
Albuquerque Journal

"Let us discriminate between Spanish, Mexican and Spanish-American when describing the folk arts of New Mexico," Dr. Arthur L. Campa, authority on New Mexico folklore, told the Woman's Club Friday. "We are invited to a 'Spanish' supper and when we arrive the menu consists of corn tortillas, tamales, enchiladas, frijoles and chili.

"None of these are Spanish dishes. The Spaniards never saw a 'frijole' until he came to this country. Their 'chili' is a pimiento," the speaker illustrated.

"In the same way we hear radio program announcers who tell us we are about to hear 'a Spanish rumba.' And 'Cielito Lindo' is played to rumba time," he continued.

Dr. Campa described the folk songs he has discovered in New Mexico in the past 10 years of research. He has added 13 new ballads to the collection of 15 made by Dr. Aurelio Espinosa, head of the Spanish Department at Stanford University. Dr. Espinosa, a native New Mexican, studied the New Mexican folk songs from 1905. His sister, Mrs. Dennis Chavez, was a member of Dr. Campa's audience Friday.

16th Century

The ballads heard in New Mexico are traced as early as the 16th century, the anonymous production of the masses as an outlet to their sorrows and joys. It is humble in origin, the "cancion popular" and is plaintive and melancholy in rhythm and melody.

Four centuries of changing, adding and borrowing to the folk songs has resulted in a brief form of the ballad, Dr. Campa said. It is a minimum story form told through the

centuries.

Troubadours traveled from Chihuahua, Mexico, to Santa Fe, introducing stories in this melodic form during the past four hundred years.

With Caravans

Sometimes they were muleteers with caravans of trade. Sometimes they were the singing clowns with traveling carnivals.

Dr. Campa pointed out that there is no wide demarcation between the "Mexican" and "New Mexican" folk song. It has been only in the past 50 years that those terms were introduced. Until then, the songs were "Mexican," from Chihuahua to Santa Fe.

Fittingly enough, the shepherds and hunters figure largely in these New Mexican song tales. Often times the songs begin with the phrase "when I was out hunting," in contrast to countries near water where the folk singing opens with "as I strolled by the sea."

Thus the economic and geographic factors enter into the forms of the song, human impulses of the peasant folk form their story, Dr. Campa explained.

'HUMAN' THEMES

The theme of the unfaithful wife, the unrequited lover, and the successful amorous affair form the story. Personified birds and animals are sometimes used as the medium of expression of the age-old conclusions.

Seventy-five per cent of the "Spanish" folk-song in New Mexico is of Spanish origin, Dr. Campa said.

He mentioned "La Golondrina" "La Paloma" as the most popular folk songs, plaintive and melancholy both.

Note:—Dr. Arthur L. Campa is an honorary member of Albuquerque LULAC council No. 34.

President General and Three Laredo Councils

By Mrs. F. I. Montemayor

Associate Editor

Sunday, November 27, 1938, marked a very important event in the history of the three Laredo Lulac Councils, when they jointly played host to our President General, Honorable Filemon T. Martinez and his official party from Albuquerque, New Mexico.

That our President General was impressed by the Laredo Councils was amply conceded in his official speech delivered by him at the banquet given in his honor, at the Hamilton Hotel.

On Saturday the 26th, Mr. Martinez met in a business session with the officers and some members from the Laredo Men's Council No. 12 and Laredo Ladies' Council No. 15. It will be a blessing to both local councils if they will follow the sound advice as well as some of the official requests that our President General gave to both councils. If this should happen, Laredo will become the best council in the League. Both councils boast of incessant workers and real born Lulackers and with both working hand in hand, the Laredo Lulacs will in a short time boast of a decisive progress in the MARTINEZ ADMINISTRATION.

A committee composed of Mr. L. P. Botello and Mr. Arnulfo Zamora, President and member of the local Men's Council, respectively, went to San Ignacio to meet our high official, his wife and State Organizer for New Mexico, Mr. Carlos Gilbert and Mrs. Carlos Gilbert, President of the Santa Fe, New Mexico, Ladies Council No. 18.

On Sunday morning and before the banquet the Laredo Junior Council held a special meeting to welcome and meet our President General. During the session of the Junior Council the President General delivered an official message to the Junior group and also expressed his satisfaction on the progress and advancement made by this group. That Junior Lulac Councils will make our organization bigger and better some day was stressed in Mr. Martinez's speech.

The banquet followed. Mr. L. P. Botello, President of Laredo Men's Council No. 12, was master of ceremonies. The invocation was given by our Chaplain General Reyes Ortiz and the opening and closing songs were led by Mr. Arnulfo Zamora, member of Council No. 12.

The decoration of the banquet tables were in charge of the Ladies Councils No. 15 with Mrs. F. I. Montemayor as chairman, Mrs. C. B. Castings, Miss Blasita Flores and Miss Esperanza Treviño as members of the committee. Receiving the guests at the door of the banquet hall and introducing our President General and his official party was in charge of the Ladies Council Reception Committee, composed of Mrs. O. N. Lightner and Mrs. Toribio Garcia.

The Honor Guests Invitation Committee was in charge of Chairman Reyes Ortiz and Messrs. Juan G. Villarreal, Porfirio Flores and Elias Garza, committeemen.

The committee on arrangements was in charge of Chairman F. J. Flores, Vice Consul Elias Garza,

Messrs. Ricardo Perez and Alfredo Garza, committeemen. Mr. Alfredo Garza was also in charge of the musical program.

The address of welcome was delivered by Attorney E. D. Salinas. Most of the members of our organization who have heard Mr. Salinas speak, know of his power in public speaking. You can be assured that this part of the program was ably taken care of.

Mrs. Travis Bruce Bunn, a charming and accomplished singer was next on the program and she sang "ESTRELLITA" at the request of the Laredo Ladies Council and so beautifully did she render this Spanish song that she had to answer an encore with the "Indian Love Song."

The next speaker was Perfecto Solis, the outstanding Junior member and Past President of the Junior Council, who in behalf of his council welcomed the President General and his official party. He assured the President General that Junior Lulacs will some day be the outstanding senior members of our League.

Miss Magdalena Garcia, the "sweetheart" of Council No. 12, by request then sang "TIPITIN." Miss Garcia's lovely voice inspired another encore and she had to answer a long and tremendous applause with "JANITZIO."

The following number was given by two sweet and charming sisters, who are always glad to help in Lulac programs, Miss Blanche Flores graciously danced two Spanish dances and her sister Miss Bessie Flores accompanied her at the piano.

The introduction of honor guests followed. Mr. J. W. Hernandez, Dis-

trict Governor of Lulac, introduced the distinguished guest of honor, our beloved President General Filemon T. Martinez. Then followed the introduction of Mrs. F. T. Martinez, charming wife of our President General, Mr. Carlos Gilbert, State Organizer for New Mexico and his wife, District Attorney Phillip Kazen, American Consul at Nuevo Laredo O. G. Loren, Honorary Consul General of Nicaragua, Alonso S. Perales and his wife, Derly Uribe, President of the San Ignacio Lulac Council, William Vela of KPAB Radio Station, H. L. Hunt of the Laredo Daily Times, and Gilbert Garretson of the Laredo Chamber of Commerce.

The next speaker was our President General who gave a brief account of his visit to the Texas Councils and the impressions he would take back to New Mexico. Our high executive frankly expressed his opinion of Texas in Lulac work. He asserted that Lulac is stronger in New Mexico than it is in Texas, however, to date New Mexico does not boast of a single Junior Lulac Council, but that Laredo had taught him the value of training our youth in Lulac work. His speech was not only interesting but it was well rendered and it could be easily seen that our President General has the welfare of the League at heart.

District Attorney Phillip Kazen responded to the address of our President General and assured him how deeply Lulac is admired and thought of in our community. Mr. Kazen's speech was delivered in a most impressive manner, and no doubt made a lasting impression on the minds of those who had the pleasure to hear him.

Mrs. Martinez, the charming wife and devoted co-worker of our Presi-

dent General then made an impromptu speech. Mrs. Martinez was so clever and up to the minute with her remarks that she will be remembered, and up to this writing she is still being quoted in this town. Mrs. Gilbert, president of the Santa Fe Ladies Council also gave us a very nice talk and she thanked the three Laredo Councils for the many courtesies shown to the President General and his official party while in Laredo. Mrs. Gilbert won the heart of every man and touched the heart of every woman present.

Then we heard the well chosen words from the lips of State Organizer for New Mexico Carlos Gilbert, who was also up to the minute in his remarks. He thanked the Laredo Councils for the courtesies and honors bestowed upon him and his party.

The banquet closed with those present singing "THE EYES OF TEXAS" led by Arnulfo Zamora with Porfirio Flores, Secretary of the Men's Council at the piano. Porfirio is a Deputy Sheriff and he can play the piano much better than he can handle a pistol. It can be amply proven by the writer for she has only heard him play the piano but never has she seen him around fire arms.

There is no doubt that the President General and his party were well impressed with Laredo and we are sure he left with the impression that Laredo has plenty element that is a real asset to our organization. So come on Laredo Councils let us live up to expectations and help our President General put his administration over, for he is indeed doing the right thing and at the right time.

WAS HIS FACE RED! . . .

A guest at a banquet took pains to make himself agreeable to a Chinaman sitting next to him. Somewhat at a loss for small talk he ventured, after the first course, to inquire, "Likee soupee?"

There was no reply except a genial beam. After the next course he followed up his first opening with "Likee fishee?" This evoked a still more genial beam.

Later in the evening the visitor from the Far East responded to a toast in perfect English.

On resuming his seat he asked his neighbor, "Likee speeche?"

The right kind of friendship is as sturdy as a battleship.

Running up the street often keeps a pedestrian from being run down.

The brightest side of the life of a miser is on his clothes.

The lazier a man is the harder it is to discourage him.

The man who "puts up a front" seldom puts up a bank balance.

Even side remarks shouldn't be too one-sided.

Cuando una Democracia PODE-ROSA—RICA—LLENA DE CIENCIA Y CAPACIDAD TECNICA NO SABE SER JUSTICIERA, Y SOBRETUDO REHUSA DAR PROPORCIONAL OPORTUNIDAD A SUS CIUDADANOS . . . ENTONCES DA PRUEBA DE QUE CARECE DE LA DIVINA ESENCIA DE UNA VERDADERA CULTURA.



COMPLIMENTS OF

**ANDRES
SALAZAR**

1805 S. Broadway St.

SHERIFF OF
BERNALILLO
COUNTY

Member of Council 34
ALBUQUERQUE, N. M.



JOHN J. TIERNY
County Treasurer

SEASON GREETINGS TO ALL



VELMA DOWDY
County Clerk of
Bernalillo County

A New Pan-Americanism

By Geo. I. Sánchez

One of the most significant developments in world affairs today is to be observed in the renewed interest that is being shown in Pan-American relationships. The United States, in particular, has become more active than ever in attempts to bring the Americas into closer contact with one another. These attempts, as well as those sponsored by other American nations, give promise that a new era—of mutual understanding and of international cooperation—has been inaugurated.

It is a matter of considerable gratification to many of us that the United States, for one, has placed great emphasis upon the premise that international cooperation must be grounded upon international understanding and mutual respect. Furthermore, it is even more gratifying that there is a growing sentiment in this country to extend the sphere of this mutual respect and understanding from diplomatic circles to the common people of the Americas. Those international activities which seek to stimulate a community of interests and reciprocal cultural appreciations among the masses of Americans—whether they reside in Canada, Chile, the United States, or in Paraguay—bespeak a happy state of affairs among nations which, until now, have been good neighbors in name only.

This new Pan-Americanism is one which establishes a cultural 'open door' between all the Americas. It encourages an interchange of ideas among these nations and seeks to promote friendly relationships between peoples which have much in common and whose distinctive cultures can compliment and enrich each other.

Those of us who are primarily interested in Latin-American relations... see many fine possibilities arising from this new state of affairs. We have long bemoaned the fact that people in the United States are so provincial in terms of their knowledge and understanding of Hispanic America and Hispanic Americans. We have, likewise, felt somewhat at a loss when we have realized that the mass of our southern neighbors had incorrect or garbled views about us. It has been one of our fondest hopes that, someday, the common people of these republics could meet on the common ground of mutual understanding and appreciation. We have believed that only then will sound international relationships be established between the American nations.

Promising as this new and enlightened policy of cultural relationships is, it must be implemented. We must put into motion the devices which can capitalize this modern attitude. An action program must be undertaken which will make it possible to make this friendly point of view felt beyond diplomatic chambers. We must reach and understand each other, not only as sovereign states but as people.

For years it has been the thesis of the author that public education and public education programs offer the best avenues for cultural interchanges among the Americas. Here, obviously, is a field within which cultural exchanges can be made in a natural and convenient manner. There are many specific procedures and devices that lead themselves to this end. Textbooks and other instructional materials offer a ready means for portraying life

in one country to the children and adults of another. Organized exchange lectures offer an equally feasible means of mutual enlightenment. Student exchanges and exchange professorships constitute exceedingly useful means in facilitating international good feeling. Pan-American educational meetings, international surveys and study groups, and similar professional relationships are worthy means for the establishment of cordial cultural contacts.

While a number of agencies, both in the United States and elsewhere, have been active in some of these fields in the past, there is room for considerable expansion along these lines. Furthermore, it seems that southwestern United States is in a strategic position to make valuable contributions in this connection. It is unnecessary to repeat here the many natural advantages that this area embodies and which constitute the nature of this strategic position. Suffice it to state that because of its history, its geographic setting, its population, and its total cultural proximity to Hispanic America this area is unusually well equipped to participate in any cultural open door program with our southern neighbors.

In keeping with all the foregoing statements, it has been proposed that the coming Coronado Cuarto-Centennial celebration (1940) culminate in the establishment, in the Southwest, of a lasting and living monument to Coronado in the form of an Institute for Cultural Relations with Hispanic America. Such an Institute would be dedicated to the study and promotion of those fields and activities which lend themselves best in achieving the ends set forth or implied in this paper. The author commends this proposal, that is still in the tentative stages, to the reader in the hope that through a co-

operative manifestation of interest and approval the idea may attain fruition.

The practical problems involved—buildings, equipment, endowment, public support, and the like—are many. Nevertheless, if such an undertaking receives the enthusiastic and active support of all who like the author, see its fine possibilities there is reason to believe that the plan can be accomplished. Here, indeed, is an opportunity to express, in terms of action, that interest which we have felt in promoting inter-cultural appreciation and mutual understanding between the peoples of the United States and the peoples of Hispanic America.

Editor's Note:

Dr. Sánchez is the author of *Mexico—A Revolution by Education*; of articles on bilingualism, educational finance and administration rural education, and similar fields. He was Director of Research for the Department of Education in New Mexico, later Research Associate for the Julius Rosenwald Fund (Chicago), and has recently returned from Venezuela where he served the Ministry of National Education as technical consultant and as Director of the *Instituto Pedagógico Nacional*. He is a member of the Albuquerque Council of LuLacs.

Some men get the keys to the city;
others get the gate.

Flatter the girl and you spoil the
woman.

There is no fool like an old fool
who tries to act like a young fool.

One touch of scandal makes the
whole world chin.



JOE B. VELASQUEZ
Secretary General Lulac
Member Council No. 34



I V. GALLEGOS
ATTORNEY
(Lulac Member)

COMPLIMENTS OF

ZIA OIL Co., INC.

DISTRIBUTORS OF
SHELL PETROLEUM
PRODUCTS



PHONE 165

1800 N. SECOND ST.

A. L. ATHERTON, President



ALBUQUERQUE, NEW. MEX.

COMPLIMENTS OF

**JOSEPH A.
DURAN**

(Member)

**Baca Auto
Supply Co.**

Tires, Tubes, Gas, Oil
Accessories

401 N. First

ALBUQUERQUE, N. M.

[Lulac Member]

Education for Leadership



Benjamin Osuna

**Probate Judge of Bernalillo County
New Mexico**

The League of United Latin American Citizens by continuing the spreading and following of its aims and purposes will not only prosper as an organization of friendship among the latin american races—and friendship, as experience teaches and history proves, is the chief joy of human life and the greatest gift accorded man for the cementing of Society in mutual good will and understanding—but will create a more capable, efficient and respected race—a race that already is, and should be, proud of its origin and its glorious past. Particularly will LULAC create such a better race by stressing among its members its aims and purposes regarding the value of a proper education, not only for themselves, but for each new generation. Education among its members and their children will develop more

and better leaders, and by leaders are meant those who by their deeds, their integrity and their culture have gone forward and have shown that they are capable and worthy.

Opportunities for people of latin extraction in the Southwest, if the door upon which they knock be only opened, are vast, particularly for those who are able to master the two essential languages — English and Spanish. There are no reasons whatsoever for having diplomatic offices or other positions with american or foreign industries in the latin South American countries filled by anglo americans from the large cities of the eastern United States when among our own latin american race in the Southwest there can be, and should be, persons more fitted for such positions by reason of their being more closely knitted to the people of the latin South American countries. The Southwestern latin american is more closely inter-related to the latin South American not only because his wants, likes and dislikes, are similar but because his background, his language and his traditions are similar. From this it follows, as night the day, that his understanding and sympathy are more in mutual accord.

Further there are no reasons why positions of worth and public offices in the latin american's own home state should not be filled with leaders chosen from the latin americans. No doubt such persons would be more apt to show more consideration and respect toward their own people—which people, one may easily note, are in majority in most Southwestern states—and have a better understanding of their problems than persons chosen outside of that race.



FILEMON T. MARTINEZ
PRESIDENT GENERAL LULAC



MISS DELL BACA

A Tribute to Mr. Martinez

By Dell Baca, Member of Ladies Council No. 17

Filled with optimism our leader so loyal, courageous and kind
Insists on true harmony if Lulac's real unity we must maintain.
Lulac's advancement, welfare and expansion he has ever in mind
Extending kind love that with us mild peace may forever remain.
Men, women and child Lulackers all regard, respect and pursue
Our chieftain's wise guidance, judicious advice and discretion.
None will e'er question his actions, purpose and sincerity true

Through which he intends to serve our dear Lulac organization.

Moved by his utmost devotion to Lulac's noble cause sublime
And armed with that faith and spirit so truly and completely
Resisting discouragement, repelling all fear and in due time
Turning ignominious defeat into most noble and generous victory.
Impressed on Lulac's escutcheon we joyfully now vision his name
Never to fade, symbol indelibly stamped of Lulac's spirit eternal
Emblazoned on Lulac's shield are his deeds as well as his fame
Zenith and glory ascended and reached by our great Pres. General.



Greetings

*Lulac News, wishes the membership
of this Great Organization, its adver-
tisers and its friends - - -*

a

Happy and Prosperous New Year

ATTENTION LADIES



This is an illustration of the New Lulac pin for Ladies. Twice its actual size — gold inlaid, very attractive.

Write to me if you are interested in ordering them at 75 cents each.

Joseph B. Velasquez
Secretary General
Albuquerque, N. M.

But to fill such positions of worth and attain leadership LULAC must create leaders among its own people, and no greater means can LULAC use to accomplish this ob-

ject than to sponsor, encourage and support greater educational institutions for the cultural and educational advancement of the latin american people.

Garcia and Salazar Mortuary

By a Lulac Friend

Many years ago, Honorable Juan Antonio Garcia y Sanchez moved his family from Belen, Valencia County, to Albuquerque, New Mexico. Few years later he started in a small way in the mortuary business. Several years later his mortuary business had increased to where he associated himself in a much larger scale with Mr. Pablo L. Garcia and Mr. Frank A. Salazar, his son and son-in-law. Don Juan Antonio, as he is known to many of us, has held, on many occasions, positions of high trust and honor in his home county of Bernalillo. He is well known all over the state of New Mexico. His son-in-law, Mr. Frank A. Salazar is a fine business man and knows his business, he is a licensed embalmer. Being a graduate from The Worsham School of embalming in Chicago, Ill. fits him perfect in the position he holds. Has been a member of the New Mexico State Board of Embalmers and is now a Director of the New Mexico Funeral Directors Association.

His co-partner son, Mr. Pablo L. Garcia, is a very popular young business man with plenty of personality and business pep and is also highly educated and knows his work. He has been Funeral Director for Garcia and Salazar Mortuary for nearly twenty years.

Through real hard and honest work, Don Juan Antonio Garcia y Sanchez, who from earlier years worked and established his present

big concern, is known all over the country as the Father of Garcia and Salazar Mortuary. Has a large family now living and progressing in Albuquerque, New Mexico. Garcia and Salazar Mortuary serves a large territory and their business has forced them to extend and branch out to Belen, Socorro, Bernalillo, with agencies in several other counties in New Mexico.

Garcia and Salazar Mortuary, are Funeral Directors, who have made every effort to put into their services those little appreciative things which do so much for the comfort and convenience of those who call upon them. They believe that the first duty of the Funeral Director should be toward the surviving relatives, and they omit nothing which might add to their comfort and bring some consolation for their sorrow. They are particularly careful to respect their desire for privacy at this trying time and shield those who call upon them from unnecessary contact with the public.

This is a business which comparatively few are prepared to enter.

It is not just a matter of skill not just knowing the technique of embalming. The successful funeral director must have more than just these qualities. He must have personality and a certain adaptness for handling delicate situations plus dignity such as is required in but few professions. Garcia and Salazar

Mortuary measures up to this high standard in every detail. People remark at the smoothness and satisfying quietness with which a funeral is carried out when conducted by them. They seem to have the inherent ability for this work. It is such satisfying service, that has built Garcia and Salazar Mortuary to their present high position and success.

Lulac Council No. 34 and Council No. 17 of the Ladies Auxiliary are very thankful to Garcia and Salazar Mortuary for their accommodation in extending the use, by these two councils, of its beautiful and nicely decorated large rooms for all Lulac meetings. Both, Mr. Frank A. Salazar and Mr. Pablo L. Garcia and their wives are real active Lulackers, have held high positions in the League and served well in

several important committees at various times and nothing too laudable, can be written in appreciation of these Lulac worthy brothers and sisters, for their constant help to local councils. Their advertising business to Lulac News set a clear mark of the true character of these worthy Lulacs.

Their photographs help to decorate the pages of the Lulac News for the December issue as deserving business men and good Lulackers.

Councils No. 34 and No. 17 take pride in brothers Frank A. Salazar and Pablo L. Garcia for services rendered to make the above Councils a success, and congratulate them for their leadership, and their own success in building one of the best equipped Mortuaries in the state of New Mexico. The GARCIA AND SALAZAR MORTUARY.

Exija que en sus teatros locales se exhiban

PELICULAS MEXICANAS

LAS PELICULAS DE LA

Azteca Films Distributing Company

SON GARANTIA DE EXITO ARTISTICO Y TAQUILLERO

Solicítelas por Correo, Teléfono o Telégrafo

a

COPPEL AMUSEMENT CO.

337 Fourteenth St.

Phone Main 8879

DENVER, COLORADO

CUBRIMOS TODO NUEVO MEXICO Y COLORADO

TENEMOS A SU DISPOSICION LO MEJOR

"La Adelita," "La Paloma," "Tierra Brava" "Aguila O Sol," "Así Es Mi Tierra," "Bajo El Cielo De México," "Los Millones De Chaffan," "Huapango," "Alarma," "Enemigos," "Guadalupe La Chingca," "Padre De Más De Cuatro," "¡ a Llorona," "Santa," y En General Las Mejores PELICULAS MEXICANAS.

COMPLIMENTS OF

David J.
Armijo

County Treasurer



Member Council 34

BEST WISHES

Carillo
Barber Shop

Every Pair X-Ray Fitted

Compliments

Given Bros. Shoe
COMPANY

"THE FLORSHEIM STORE"

312 Central Ave.

Albuquerque, N. M.

WALTER J. KAVANAUGH, Mgr.

You contribute most to the comfort, health, and convenience of your home when you use

Natural Gas

For all cooking and heating services

*Albuquerque Gas and
Electric Company*

ARTHUR FRAGER, Vice-President - Gen. Mgr.

Lulac Possibilities in Washington



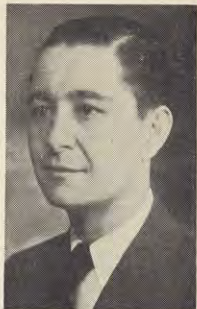
DENNIS CHAVEZ

**By Jose Martinez
Secretary of Senator
Dennis Chavez**

Within the past few years the League of United Latin American Citizens which had its beginning in the State of Texas, has grown beyond the dreams of its original founders, and today far from being a local organization, is in reality, national in its scope.

The remarkable and outstanding developments of the League of United Latin Americans in New Mexico, due to the untiring efforts of Filemon T. Martinez, our present President General, is but an indication of what can be expected in the future.

The entire Southwest is a field for development. In California, in Ari-



JOE MARTINEZ

zona, in Colorado and in New Mexico, are thousands of American Citizens of Spanish origin to whom the League of Latin American Citizens should appeal.

It is a constant gratification to me to realize that the Lulac organization accepted me as a member and I feel a duty within me to help in any way that I can. For the past five years I have been living in the Capitol of our nation and because we have today some fifty or sixty Latin New Mexicans in Washington, it is my interest to establish or organize a new Council there. I happen to know these boys personally and the majority of them are striving to further themselves along educational lines. The majority of them have already obtained their college degrees and are now attending professional colleges. These men would

be a credit to this fine organization now and in the future.

During the past few years and especially during the administration of President Franklin Delano Roosevelt, as the result of the rise of dictator nations throughout the world, the nations of the western hemisphere or the "Americas" have been brought closer together due to the natural necessity which exists to preserve the democracy we have. We refer to this development as "the good neighbor policy."

New Mexico and the Southwest have an admirable opportunity to take the lead in this development. Here in our Southwest we have the finest material—natural material—ambitious Spanish-speaking men and women; Spanish-speaking boys to provide the future consuls, diplomats and ambassadors, both of government and good-will, which will carry to its greatest accomplishment the work of bringing together our great nation with sister nations of Latin origin. The American-born Latin is fundamentally American, but because he is of Spanish descent, because he speaks and understands the Spanish language, he is admirably fitted to further friendship and to establish amicable relations between the United States and South America, Central America, etc.

A Council in Washington would, in my opinion, serve as a contact between the Councils of the Southwest and the central location of our Government, whereby these opportunities which I have referred to,

may be utilized and the Lulac organization might benefit by an economic betterment and a sense of progressing which after all, is the primary purpose of any organization.

I hope to live to see the League of United Latin American Citizens fulfill to the greatest possible extent its aim to aid the Latin American achieve whatever success he may be seeking—be it education, profession or advancement. The bigger and better our organization grows, the better our future Latin Americans will become.

The proper measure of a man is the size of those he enjoys knocking.

Some people take the greatest pleasure in mixing up trouble.

The man who sets out to fool others winds up finding that he fooled only himself.

We who come from good families owe our children the advantage of being able to say that.

Only the man who lives well within his income will someday have an income on which to live well.

We'd wish less for what the other fellow has if we thought more of wishing it or not wishing it at the price he had to pay for it.

HAS YOUR COUNCIL PAID ITS QUARTERLY DUES?

HAVE YOU PAID YOUR ONE DOLLAR SUBSCRIPTION TO LULAC NEWS?



THE UNIVERSITY OF NEW MEXICO

Which celebrates in 1939 its fiftieth anniversary of service to the State
IS PROUD
of its share in preserving for all the rich contribu-
tions to our culture of
SPANISH-AMERICANS

COMPLIMENTS OF

**ALBUQUERQUE
THEATRES**

Sunshine
Kimo
Chief
Rio
Mission
Mesa
Lobo

Go to Show every day

COMPLIMENTS OF

**DR. S. T. VANN
OPTOMETRIST**

Over 15,000 Satisfied
Patients



PHONE 1850-W
218 WEST CENTRAL

Albuquerque, N. M.

Food for Thoughts



By D. B. Baca
Member Council No. 34

While United States President F. D. Roosevelt has frankly opened the doors to the Western Hemisphere for an unbreakable and everlasting friendly international relations with the Nations of the South American peoples and this country with Mexico, Central, and South America, a rearmament of the European world, in spite of European's four-power pact, has been going on in an astonishing large scale on war preparations by Britain, France, Germany, Japan, Italy, and Russia.

From 1932 to 1934 between 3,800,000,000 and 5,000,000,000 was spent. Thereafter, despite a world depression which held nations in a vise-like grip, the pace was accelerated. In 1935, 8,800,000,000 was expended on the war machine. The expenditure in 1936 reached an all-time high of nearly \$13,000,000,000, but in 1937

this figure was increased by \$2,500,000,000 making a total of \$15,500,000,000, while today it is estimated that the expenditures will reach by the end of 1938 up to \$17,600,000,000, or a grand total since 1932 to the end of this year to the huge sum of \$63,700,000,000.

Where there is that much smoke theme must be lots of fire. The tax payers cannot put the fire out. But Europe must prepare for something yet to come. But that is exactly what has happened. These nations have announced that the only security against war, the only assurance for peace, is unprecedented preparations for armed conflict.

While these nations have been spending billions for peace or something, President Franklin Delano Roosevelt has made a forward step attaining the good will of the Western Hemisphere in a more intelligent tie. His great work must continue. Every true American should cooperate; every well established American organization should back President Roosevelt in his Western Hemisphere friendly policies. President F. D. Roosevelt is the greatest American friend the peoples of Mexico, Central, and South America ever had. Our distinguished brother Lulac, United States Senator Dennis Chavez during his time of office has on various occasions visited the Mexican capital and their high officials, thus establishing and assisting President Roosevelt in maintaining the good will of the people of the Mexican Republic.

WE, THE LULACS, AS A NATIONAL ORGANIZATION AND ADVOCATORS OF A BETTER UNDERSTANDING OF OUR RIGHT AND DUTIES AS GOOD AMERICAN CITIZENS, CONGRATULATE THE HIGH

SERVICES OF OUR BROTHER LULAC, HONORABLE DENNIS CHAVEZ, UNITED STATE SENATOR, FOR HIS GOOD WORK RENDERED TO OUR NATION AND GREAT PRESIDENT, IN HIS INTERNATIONAL FRIENDLY WORK. WE POINT WITH PRIDE THE CITIZENSHIP AND HIGH

STANDARDS OF MANY OF OUR GOOD MEMBERS WHO ARE EQUALLY EQUIPPED TO RENDER HIGH PUBLIC SERVICE TO PRESIDENT ROOSEVELT IN HIS LATIN AMERICAN AIMS AND WHO ARE CAPABLE AND WILLING TO GIVE SERVICE TO OUR NATION.

Mr. D. B. Baca, is a retired business man, Merchant, ex U. S. Commissioner, Postmaster and ex editor of 3 weekly papers: The Catron County Stockman, The Quemado News, Las Cruces Democrat

My Visit to the Texas Councils By F. T. Martinez, Pres.-Gen.

My visit to the Texas Lulac Councils was very profitable, a real education and inspiration not only to me personally but to those who composed my party. If all the General Officers would visit all councils it would be a leading step towards creating good will and better understanding among the membership of our League.

Our party consisted of State Organizer for New Mexico Carlos Gilbert, his wife who is Trustee of the League and President of the Santa Fe Ladies Council No. 18, my wife and I.

We visited San Angelo Council No. 27, first and we were well impressed with the young group that make up the membership of the council. They are at the age when the spirit and ambition of man is beginning to develop and increase, ready to act with the first impulse of the heart. Their goal is the achievement of higher ideals in all social and economic problems which confront our people. That the membership used good judgment in selecting H. V. Velez as President and Pedro S. Cardiel as District Governor is evidenced by the good work these officers are doing for the welfare of the League. Mr. Cardiel took us around and presented us to the different city and county officials, some of these were elected at the last election, and the members point-

ed with pride to the part they played in helping elect these officers. All these officials promised full cooperation to the council, the Latin American people, and the Mexicans as well. Before we left for Austin, we had an interview with Mayor Carter, who promised us to help and take immediate action in remedying certain conditions which exist and that have affected the Spanish speaking people of the city and county. After the meeting of the council, Mrs. Cavazos and her young daughter favored us with a few musical selections and songs, which was followed with a dance and a Dutch lunch.

There is not much to say about the Austin Council right now, because it is a new council. However, judging by the president and the select group of members which compose the council, it will not be long before the effect of their Lulac activities will be felt. Dr. J. T. Saldivar, the president of the council, with the cooperation of the membership will make the Austin Council one of the leading councils of the League.

The San Antonio Men's and Ladies Councils gave a nice reception in a joint meeting and it was easy to learn why these councils accomplish so much on a large scale. Figuratively speaking, they have a machine that is well lubricated and operating smoothly with each operator attending to his duty conscientiously.

tiously. We must consider the fact that these councils have more General Officers than any other two councils put together. They have A. A. Garza, First Vice President General, Philip J. Montalbo, Inspector General, Mauro M. Machado, State Organizer, Severino Martinez, Special Organizer, Tomas Garza, Director of Boy Scout Committee, Mrs. Della F. Hernandez, Ladies Special Organizer, and M. C. Gonzales, District Governor. Now, you may conclude why these two councils are the center of activities in the organization of new councils and the re-organization and reinstatement of many more. The president of the Men's Council Jacob I. Rodriguez is very alert and so is Mrs. Fred Bononcini, President of the Ladies Council. Secretary James Tafolla, Sr. conducts his office very efficiently and I was told that he never tires working for the Lulac cause and in the same manner does Mrs. Patrick Burke, Secretary of the Ladies Council, conduct her office. At the banquet, Sabinal was represented by Mr. R. R. Tristan, president of the council, who travelled close to 100 miles to be present. The San Antonio Councils, besides doing organization work are working now on the program for the National Convention which will be held in that city the first Saturday and Sunday of June 1939, and I have been informed that the largest Convention in the history of Lulac will be held there at that time.

Corpus Christi was our next stop. Even though the weather was cold and rainy we had a big attendance and a joint meeting with the Beeville and Taft Councils. The present President of the Corpus Christi Council, Mr. A. de Luna, promised us that they will have a new set of officers and that they all have the spirit of Lulac at heart, ready to better the conditions of the council. You may also know that they have as one of

the outstanding members of this council in the person of Attorney Leo N. Duran, who is taking a very active part in the affairs of his own council and the League as a whole. The entire group of council No. 1 is doing well.

President L. P. Moreno and Father Peter Kolvenback were the representatives of the Beeville Council. This council was inactive for some time, but the president and Father Kolvenback made the trip to Corpus Christi, to assure the President General that they were again active and to count on 153 members who are willing to pay their dues to the Supreme Council and to LULAC NEWS during the month of December. Father Kolvenbach promised to get behind the membership and see that they pay their dues and be one of the leading councils of the League.

Taft Council No. 81 with a membership of 157 claims to be the leading council, at least that is what President Antonio Torres says and he has challenged Beeville and any other council as to membership, activities, and representation at the National Convention next June. Mr. W. L. Hilliard, one of the members, told us in a fine speech he delivered, that the council was voting solidly on civic problems undertaken by the Taft people and how they had defeated a bond election because it lacked the proper guarantee to the Spanish speaking people, and how the members of the school board came to them and inserted a rider in the petition for the next school election that called for a guarantee of equal privileges to all children and the election carried by having Council No. 81 favor the bonds.

The joint meeting at Corpus Christi was enjoyed by all present and immediately after a delicious Dutch lunch was served. The party were the guests of Mr. and Mrs. Leo N.

Duran for breakfast the following day at their new home in one of the select residential districts of the city.

On Thanksgiving Day, we left Corpus Christi for Harlingen, and on our way we stopped at Premont where we were dinner guests of Mr. and Mrs. Raul Tijerina. After a sight seeing trip at the Tijerina Ranch, we continued our journey arriving at our destination in time for a big joint meeting and banquet of the Men's and Ladies' Councils. President Guadalupe Vallejo was the master of ceremonies and Miss Maria Alvarez, President of the Ladies' Council was in charge of a very nice musical program. Second Vice President General Margaret Lozano is working hard and will see that all councils in that part of the State will be well represented at the next National Convention.

The following day a committee composed of Mrs. C. P. Howell and Mrs. J. B. Lozano took us to see the County Fair and we left in time to be at Brownsville by noon where we were the dinner guests of Judge and Mrs. J. T. Canales. In the afternoon Judge Canales took the party on a sight seeing tour and at 4:00 p. m. a meeting was held at the Chamber of Commerce with Lulac and some of the city officials participating. A banquet was held that evening at Matamoros, Tamaulipas, Mexico, where several Valley councils sent representatives. Rio Grande City, Harlingen, Mission and McAllen were represented. Judge Canales accompanied the party the next day to Mission where the President General interviewed some of the members and then we continued our way to Laredo.

On our way to Laredo a nice reception was given to us by the San Ygnacio Council No. 87. This is last council to have been organized, but the best in the Lulac list as far as

complying with their obligations to the Supreme Council. President Derly Uribe of the council presented the guests to the members.

At San Ygnacio our party was welcomed by President L. B. Botello of the Laredo Men's Council and Bro. Arnulfo Zamora of the same council who escorted us into Laredo. Both Ladies and Men's Councils at Laredo had a get-acquainted meeting at the Hamilton Hotel, where we all chatted and talked business concerning the two councils. Mrs. Tomas Hinojosa entertained the two ladies in our party and other Lulac ladies.

On Sunday, November 27th at 11:00 a. m. the President General attended a meeting held by the Junior Lulac Council of Laredo, the only one of its kind in the League and a class to itself. It is composed of a mixed group of children ranging in age from 8 to 15 years. The meeting was held in the Hamilton Hotel, and the Juniors demonstrated what boys and girls can accomplish if they have the right leadership and are well trained in the principles of Lulac and Americanism. So deeply impressed was I by the manner in which these youngsters conducted the meeting that when the president of the Junior Council requested me to say a few words I was overcome with emotion and was unable to speak. A great deal, if not all, of the credit for this fine Junior organization goes to Mrs. F. I. Montemayor, President of the Ladies Council No. 15, and Associate Editor of LULAC NEWS. The meeting being adjourned, all met for a banquet at the same hotel and attended by the membership of the three Laredo Councils. The Chamber of Commerce was represented, The American Consulate of Nuevo Laredo, Mexico, and some of the county and city offices were also represented.

Being so close to Monterrey, Nuevo Leon, Mexico, we decided to make a trip to that beautiful city. So we left immediately after the banquet and after a very enjoyable trip and visit to Monterrey we returned to the United States through the port of Laredo the following Wednesday.

Immediately we went to Eagle Pass and enjoyed a very nice meeting. The council is well organized and the membership was very well pleased to have with them the State Organizer for New Mexico and the President General. This was the first time in the history of Lulac in that city that they had had such a visit. President Rafael Rodriguez and his sister and Secretary C. M. Benavides and his wife entertained the guests with a nice dinner at Piedras Negras, Coahuila, Mexico. Mrs. Rodriguez was unable to be present. Because of the uncertainty of our paying Eagle Pass a visit they did not prepare a banquet for the whole membership and their wives.

The next day we arrived at Del Rio in time to have and enjoy a good rest and to visit important places, including Dr. Brinkley's home and radio station. His home at Del Rio and the radio station at Villa Acuña, Coahuila, Mexico. The committee consisted of Prof. Cerda, President of the local council, Prof. Mireles and Attorney Arturo Gonzales and his brother Sergio Gonzales, Associate Editor of LULAC NEWS. We had a mass meeting at the San Felipe High School, while the ladies had a banquet at the Ros-

well Hotel. After the meeting and banquet, both Ladies and Men's councils met in a joint meeting to discuss with the visitors problems affecting both councils. The Ladies of our party were taken to see the Brinkley Radio Station and the men were entertained with a quail and venison dinner at Villa Acuña.

The last council we visited was at Maria. This council is very active in civic activities and we were glad to know that President Joe Chemali had planned for a banquet and having as their guests the city and county officials. We learned from the guests that the cooperation given to the city and county by the membership of Council No. 26 was excellent and in return the city and county officials were ready to cooperate with the council in any matter concerning the welfare of the community. All work together like members of one family.

We are back home with a better conception of what Lulac really is and we are proud to belong to such an organization which is one of the best in its class. The membership is of the highest type and the future is very bright for a bigger and better Lulac organization. All that I wish is that the brotherly spirit that we tried to create by our visit will redound in the intellectual, economic, civic, and social betterment of our people.

Those who talk of taking life as it comes usually do that only so long as it comes pleasantly.

So They Won't Pay Their Poll Tax

By Miss Ana Velasquez

Ladies Lulac Council No. 9

A 22 year old girl, undoubtedly intelligent, as she always led her classes in school by making the highest grades, speaking:

"So you vote? How much does it cost?"

"It, the Poll Tax, I mean, necessary to vote, costs \$1.75."

"I wouldn't throw that much away . . ."

"What do you mean 'throw'? A dollar of that amount goes to the schools and the rest to the County and State government."

"That's if it does — how do you know?"

"That's where you come in. If you, and others who feel the way you do, would pay your Poll Tax then use it effectively, I'm sure officials could be elected who would see to it that the taxpayers' money was spent wisely and appropriated for the purpose for which the tax was levied."

"Well . . ."

"It's Poll Tax time . . ."

"What do I need a Poll Tax for?" asked the young man, "I'm not a politician."

"No, but you are a citizen and, as such, one of your duties is to vote."

"What good would my vote do?"

"True enough, your one vote seems insignificant but add yours to

those of all the others who think as you and imagine how many there would be. I take it you are interested in good government, how about lending a helping hand to make it possible?"

"I'll think it over . . ."

A vote from every citizen
Cast with good intent
Makes for peace, prosperity
And good government.

The reason some rich people are stingy is also the reason they are rich.

No getting out of the fact that we have to be our brothers' keepers.

Let's GIVE with a humble consciousness of what a PRIVILEGE it is to be in a position to GIVE.

Having self confidence is nine tenths a matter of developing a self that can be trusted.

We failed to inquire how the other half of the world lived, which is the main reason we are faced with doing something about the fact that the other half of the world can't make a living.

Remember there is always room for ARGUMENT if you insist upon elbowing your way into it.

Power does not change Nations; it only un.masks them.

Let's apply the golden rule as against just admiring it.

LULAC NEWS



A. PATSY VIGIL

Mr. A. Patsy Vigil, a very active member of Albuquerque council No. 34. House member of the New Mexico Legislature. Mr. Vigil is Manager

of the COMBS hotel located in the Heart of the city of Albuquerque. He welcomes all Lulacs to come and chat with him and get better acquainted when and if you visit New Mexico and Albuquerque.

Mr. Vigil is quite an extensive traveler some time back he and County Treasurer David J. Armijo also an active member of Council No. 34 visited Mexico City, they made the trip by the way of Laredo, Texas also visited the City of San Antonio and other cities in Mexico and Texas.

Last June Mr. Vigil took himself a "better half" he was married to Miss Celina Montoya who comes from a very prominent family of the state. The wedding took place at Church of Our Lady of Guadalupe in Peña Blanca New Mex. Many prominent Democrats (we don't hold this against him) from various parts of the State, attended the affair.

Article from Club Coronado from U of N. M.

The Club Coronado, an authorized organization at the University of New Mexico is composed entirely of students of Spanish descent whose aims are to foster and encourage higher education among its people.

The club, which is fast becoming known throughout the state for its constructive civic activities, realizes the need of strengthening the minority of the Spanish students at the University. Of the 1600 students attending the institution one tenth are of Spanish extraction.

Among the aspiring achievements is a plan, which will morally encourage and financially help stu-

dents striving to attend College. The plan endeavors to establish a Scholarship Fund in order that at least one scholarship may be issued each year to a worthy high school graduate of Spanish extraction of the State of New Mexico. The student receiving the award to be recommended by his high school principal and by the committee selected to choose the student.

The object of the Club is to launch a drive throughout New Mexico to establish a two thousand dollar permanent fund; the interest derived from this fund will be the annual scholarship.

A certificate showing the amount contributed will be presented to every person, firm, or organization immediately upon receipt of their donation.

The procedure outlined below has met with the approval of the University authorities, and the funds for said award is to be known as the "Coronado Club Scholarship."

The funds for the "Coronado Club Scholarship" are to be raised in the following manner:

1. By funds raised through various programs presented by Coronado Club solely for this purpose.
2. By voluntary contributions

A TIMELY

El Paso LULAC Council No. 8 has published a local Newspaper EXTRA in connection with the POLL TAX campaign. The Council has accomplished three things—

FIRST: It has created interest among latin-american citizens and others who do not vote because they believe it is useless, and thus fail to comply with one of the first duties of all good citizens.

SECOND: It has complied with one of the principal duties of a LULAC Council, that is, educate the general public in important matters that affect their future and well being.

THIRD: The Council has made a small profit.

We are sending a few copies of this local edition to all our TEXAS

from individuals, business firms, religious groups and any other organizations which have an interest in the advancement of education.

3. Through philanthropic societies.

We are submitting this plan for your consideration. Your cooperation and support is earnestly requested in this worthy enterprise.

Alfonso Mirabal
Club President

Florencio Sandoval
Arlando Ulivarri, Jr.,

Members of the Scholarship Committee.

TIP

Councils (OUR NEW MEXICO BROTHERS DON'T HAVE TO PAY FOR THIS RIGHT) in the hopes that they do likewise, and thus more territory may be covered, and consequently more effectively accomplish one of our main objectives.

A *España* honremos con regocijos
Porque colmar debemos su afán
profundo,
Siente orgullo de madre que ve a
sus hijos
Honrar, ya independientes, el Nuevo
Mundo.

¡Oh Español ¡Oh noble Español tu
nos legaste
Una fe y una lengua; eres muy
digna
A recibir de los pueblos que aquí
formaste
Este sincero, humilde y práctico
homenaje!

Good Will Message

At the request of El Paso Council No. 8, the General Offices sent the following cable to Secretary of State Cordell Hull:

"LULAC HEADQUARTERS
ALBUQUERQUE, NEW MEXICO.
DECEMBER 12, 1938.

THE HONORABLE CORDELL HULL,
U. S. SECRETARY OF STATE,
PAN AMERICAN CONFERENCE,
LIMA, PERU.

THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS AN AMERICAN CIVIC AND PATRIOTIC ORGANIZATION WISHES TO CONVEY THROUGH OUR UNITED STATES DELEGATES ATTENDING THE CONFERENCE ITS MOST HEARTFELT MESSAGE OF FRIENDSHIP AND GOOD WILL TO OUR

SISTER REPUBLICS SOUTH OF THE RIO GRANDE WE PRAY THAT THE PRESENT CONFERENCE WILL RE-FOUND IN A BETTER UNDERSTANDING IMPROVED COMMERCIAL RELATIONS AND EVERLASTING FRIENDSHIP BETWEEN THE LATIN AMERICAN NATIONS AND OUR BELOVED COUNTRY.

(SIGNED) FILEMON T. MARTINEZ
PRESIDENT GENERAL LULAC."

A similar message was sent by the local council to one of the American delegates at the Pan American Conference, Dr. Del Toro Cuevas of Porto Rico, who is personally known by our brother member Rev. W. B. O'Neill.

Canales and Baca or "Drenaje" for the "Vacas" - - - Which?

With a great deal of amusement and concern I read the fine article in the November issue of the Lulac News by my friend Attorney J. T. Canales, Brownsville, Texas, on "SANTA FE."

Judge Canales and his good family made us New Mexicans a very appreciative short visit recently, impressing us tremendously.

I am willing to agree with the judge on everything he wrote about Santa Fe and some of its people but with only one condition; namely, if Judge Canales can get the Canales in dry Texas and New Mex-

ico lined up all together and get them to change their names to Drenaje (in English Drainage) I will try and do the same dang thing with the descendants of the famous explorer, Alvarez Nuñez Cabeza de Vaca, (of whom I claim to be one), and change our names from Baca to Vaca so we can water our "stock" more conveniently every time and "when the cows come home to milk." What do you say Judge?

Answer: D. B. Baca, 1415 South Arno Street, Albuquerque New Mexico, or through the columns of LULAC NEWS.

IN MEMORIAM

The most precious possession of one of our members has passed away, and we join with him in his sorrow.

Mrs. Paulina Martinez Sánchez, the mother of brother C. A. Sánchez, departed on the 8th. day of December, 1938. She was eighty-nine years of age, and a descendant of an old pioneer family of New Orleans, Louisiana.

"Beautiful life is that whose span
Is spent in duty to God and man.
Beautiful calm when the course is run;
Beautiful twilight at set of sun;
Beautiful death with a life well done."

El Paso Council No. 8

IN MEMORIAM

Albino R. Machado, father of Hon. Mauro M. Machado, State Organizer for Texas, died on November 16, 1938, in the City of San Antonio, Texas, at the age of 76 years.

LULAC NEWS and the membership of the San Antonio Councils Nos. 2 and 10 grieve his death and extend to our active State Organizer and the relatives of the deceased our sincere sympathy.

ARE YOU GUILTY? . . .

Just what is the cause of that morosity which makes most of us guilty of at least one or two of these "thirteen ways to kill an Organization?"

1. Don't go to any of the meetings.
2. If you do, go late.
3. If the weather doesn't suit you, don't think of going.
4. If you do attend, find fault with the work of the officers.
5. Never accept an office. It's much easier to criticize than to do things.
6. Get sore if you are not appointed to a committee, or drop out of the Organization if you are not elected President.
7. If asked to give your opinion on some matter, tell the chairman you have nothing to say. After the meeting tell every one how it should have been done.
8. When others roll up their sleeves and willingly and unselfishly use their ability to help matters along, HOWL that the organization is run by a "clique."
9. Hold back your dues as long as possible or don't pay them at all, (the pest that irks us most is the member who, when asked to pay his back dues the first thing he does is FRUNCIR LA JETA, as if he was contributing charity to some unworthy cause). Take it from us, such member should be kicked out of the council as soon as he is three months behind in his dues.
10. Make no efforts to get new members.
11. Don't be sociable.
12. If someone gets a good idea, smother it at once, and get sore if the council rejects your idea by a substantial majority.
13. Don't read the AIMS AND PURPOSES, THE CONSTITUTION AND THE CODE OF THE ORGANIZATION AT LEAST ONCE A YEAR.

THERE'S A REASON . . .

John Burns, famous British labor leader once visited an institution for the mentally deficient and was amazed to find so few guards on duty.

"What's going to happen if these maniacs get together and start something?" he asked the doctor in charge.

"Don't worry," replied the doctor, "Lunatics never cooperate."

AROUND THE LULAC SHIELD

SAN ANTONIO COUNCIL NO. 12

Mrs. F. Bononcini, Pres.

Mrs. Patrick Burke, Secy.

Miss Lupe Sifuentes, Publicity

Chairman

A very enjoyable reception was tendered the President General of the League of United Latin American Citizens, the Honorable Filemon T. Martinez, who arrived in this City on last Tuesday, November 22nd, accompanied by the State Organizer of the State of New Mexico, Hon. Carlos Gilbert. The reception took place at La Tapatia Restaurant, November 22nd, at 7:30 P. M. These high-ranking Officials of the League of United Latin American Citizens were accompanied by their wives, Mrs. Filemon T. Martinez and Mrs. Carlos Gilbert. A Mexican Supper was served, arrangements having been perfected by Mrs. Della Hernandez, Ladies State Organizer, and Mrs. Martin Villapadierna, of the untiring Ladies Council No. 12 of this City.

The reception was formally opened by Mr. A. A. Garza, Vice President General of the League, who immediately turned the meeting over to Mr. M. C. Gonzales, Governor of Lulac District No. 5, who acted as Master of Ceremonies. The invocation was elevated by Mr. James Taffola, Sr.

The President General, the Honorable Filemon T. Martinez and the State Organizer of New Mexico, Mr. Carlos Gilbert, are on a special tour,

visiting the Councils of the State of Texas and making necessary arrangements for the Annual Convention to be held in San Antonio, Texas in June of 1939, after which they will return to their home in Albuquerque, New Mexico.

THE LAREDO JUNIOR COUNCIL

Fernando Salinas, President

Leonor Montes, Secretary

Francisco I. Montemayor, Jr.

Publicity Chairman

October the 26th, 1938, marked the anniversary of the Laredo Junior LULAC Council. On October 30th, this year, we celebrated with a breakfast at the Hamilton Hotel and commemorated the first year of the Laredo Junior Council's existence. In one year we missed only three meetings and we meet every Sunday. IS that not a record? The Laredo Junior Council was sponsored and is still being sponsored by the Laredo Ladies Council No. 15, and this Council first came into existence at the home of our Supervisor, Mrs. F. I. Montemayor, "MONTY" to the Juniors, "MOTHER" to the writer.

We have heard that there are other Junior Councils in our League, but you cannot prove it by us. It is also claimed that we were not the first Junior Council to organize, but we are certainly the first to claim

one year of existence in Lulac and we have done one year's good work. Don't take it from us just ask our President General.

At our Junior Anniversary Breakfast on Sunday, October 30th, we had as our guests members of the Ladies Council and members of the Men's Council. Our Chaplain General, Mr. Reyes Ortiz, led us in prayer. A speech was made by our District Governor, Mr. J. W. Hernandez. Then a speech was delivered by our outgoing Junior President Perfecto Solis Jr. This was followed by another speech by our incoming President Fernando (Chito) Salinas. Our Chaplain General acted as toastmaster and we then had a few toasts from Delia (the little Monty of the Juniors) for she too is always wanting for the girls to outshine the boys, but this cannot be done in the Junior Council, "aunque somos pollos, pero nosotros **mandamos**." Our Supervisor gave us a few remarks reviewing the work we had done and accomplished during the past year. A good time was had by all members and visitors.

Some of the Junior members played an active part in helping the Committee on table arrangements for the banquet which the Laredo Councils gave our President General, Honorable F. T. Martinez. "HE CAME, HE SAW, AND HE CONQUERED."

When our President General came to Laredo, he saw the Junior Council conduct a meeting, because we had a Special Meeting just for our President General and he **conquered** the heart of every Junior member.

Boy, oh boy, it's good to know that from now on we will not only have MAMAS (the Ladies Council), but we will also have PAPAS (the Men's Council) backing us. Boy, oh boy, those Drums and Bugles are not far from us now. It won't be long now, we hope, we hope, and we hope.

We have heard that there is a Junior Council of "just girls." Heck, we don't like that. We rather have a mixed group like we have in Laredo, because we feel like there is nothing like our SISTERS. Just so they don't get the "swell head" and one of them like Delia or Leonor try to be PRESIDENT of the Juniors some day. We are trying to make the boys get more members so that we can have the majority, but if some day we lose it, then more power to our sisters. Then we will see and hear "las pollitas alear y cantar," but not if we boys can help it.

SAN ANGELO COUNCIL NO. 27

Henry V. Velez, President
Pedro S. Gardiel, Secretary

Council No. 27, has had a very active month during November. A membership campaign is being conducted during the month with special initiation fee being offered to those who desire to become members of our council.

The night of November 15th, a special meeting was held and six new candidates were initiated. Before we close our special drive on November 30th, we expect to initiate that many or more at a special initiation meeting to be held on the first Tuesday of December. At our meeting held on November 15th, refreshments were served to old and new members immediately after the initiation ceremony took place.

Another special meeting was held on the 18th when plans were made

to entertain our President General Filemon T. Martinez and his official party. On November 20th, it was our honor and privilege to have with us Honorable F. T. Martinez, President General of our League, his charming wife and Mr. Carlos Gilbert, Organizer for New Mexico, and his wife Mrs. Carlos Gilbert, Trustee of our League and President of the Santa Fe Ladies Council No. 18.

At 8:00 p. m. on the 20th of November all members of Council No. 27, their wives and some of their friends met with the President General and his party at the Casino, 324 Washington Drive. The meeting opened at 8:15 p. m. with our Acting President Leopold Cavazos presiding. District Governor Pedro S. Gardiel elevated the official prayer of our League. America was sung by all of those present and the pledge to the Flag was taken. Our acting President then introduced our distinguished guests and District Governor Cardiel delivered the address of welcome. The meeting was turned over to our President General who gave us one of the most inspiring talks on Lulac which we have ever heard in San Angelo. Mrs. Martinez, Mr. and Mrs. Gilbert gave us some very interesting talks.

One of the highlights during Mrs. Martinez's talk was the fact that she would not tell us that she was a Republican, until Mr. Martinez told on her. After the meeting was adjourned, coffee and sandwiches were served while Sam Franco and his boys gave us some music. We had some dancing and we must say that

our President General took first prize at dancing polkas and the "Varsouviana." Mrs. Martinez is also an accomplished dancer. Lupita Cavazos, daughter of our Vice President, sang some very nice songs dedicating them to our President General and his party. We left for home around 11:00 p. m., but not until our President and his wife sang a number for us.

The following day, December 21st, the President General and his official party accompanied by District Governor Cardiel interviewed the Mayor of San Angelo in regards to Resolution No. 5, to-wit: "Whereas, certain conditions exist in the County of Tom Green and the city of San Angelo in the same County which are detrimental to the progress, prosperity, happiness and welfare of the Latin American element residing in said city and county in that certain people of Anglo-American extraction now residing in said City and County are prejudiced toward people of Latin American extraction and attempt to humiliate them by doing everything within their power to deny them their just rights and privileges . . ." The Committee was well received by the Mayor and he assured the Committee that insofar as he was able to, he would do all in his power to eliminate these conditions.

After this the President General and his party left for Austin, Texas.

Council No. 27 wishes the President General and his party a pleasant and happy trip while visiting other Texas councils. His visit and his inspiring personality will long linger in our memory.

LAREDO LADIES COUNCIL NO. 15**Mrs. F. I. Montemayor, President****Miss Elvira Garcia, Secretary****Miss Esperanza Treviño****Publicity Chairman**

All members of the Laredo Lulac Councils were very happy during the visit of our President General Filemon T. Martinez, and his official party composed of Mrs. Martinez, Mr. Carlos Gilbert, State Organizer for New Mexico, and Trustee Mrs. Carlos Gilbert, who is also President of the Santa Fe Ladies Council No. 18. With the visit of these distinguished guests to Laredo, harmony seemed to have smiled and prevailed over the three Laredo Lulac Councils. It reminded us of the little boy who washes his face for company (You know what I mean). Let's hope that this harmony and spirit of good fellowship will reign forever among our local councils and the League.

That the Local Ladies Council made a "hit" with our President General and his official party goes without saying. Are we proud? And how! We wonder when our Director of Publicity is coming to Laredo? We of No. 15 are looking forward with pleasure for the event to happen.

Listen here, you brothers of No. 12, who was responsible for that write up in our local paper? Doesn't somebody's conscience hurt a wee little bit? Somebody did not measure up to being a good sport about it. Regardless of what has happened the members of the local Ladies Council are still willing to help you out any time you need us. You see we are not considering personal feelings, but only our duty to our brother and sister Lulackers.

The banquet was a complete success. Thanks to the unselfish cooperation of the three councils. The Mexican motive was beautifully displayed on the table decorations. "Cerros" were built for each table and they had genuine cactus. They looked very beautiful and above all original.

By the way, Virgie Hastings is still pulling out "espinas" from her dainty hands. Virgie, was it fun or was it? We will always remember our expedition to the wild woods. Weren't we brave?

Mrs. O. N. Lightner was certainly a great help. What could we do without her? She was so happy that she made everyone feel the same way.

Mrs. Toribio Garcia (who by the way is one of our newest members and not a guest as she was introduced at the banquet), was on the reception committee.

Elvira's hat was a "wow." Oh! these modern hats.

Hermينيا Valle was so serious at the banquet that we can not help wondering what was going on in her mind.

It occurred to us that Emma Hernandez seemed to have made a hit with someone, somehow at the banquet. Fast worker. Wouldn't you like to know who it was?

Oh! Oh! We certainly missed Reby and Blasita.

Although the banquet was not formal, we could not help notice several things. For instance, the presidents of both the Ladies and Junior Councils were not seated at

the President General's table. How come? Did someone get stage fright or did someone forget their etiquette chivalry and manners?

Everyone fell for the President General. All hearts started beating faster, even the old ones. His wife, Mrs. Martinez and Mr. and Mrs. Gilbert also made a big "hit" with everyone. We hope with all our heart that this visit will not be their last one.

Look up Mrs. F. I. Montemayor's write up in this issue.

we'll be seeing you.

We are indebted to Mrs. F. I. Montemayor for her artistic taste and originality. The table decorations was not only her idea but her accomplishment.

LAREDO MEN'S COUNCIL NO. 12

L. P. Botello, President

Porfirio L. Flores, Secretary

Alfredo Garza, Publicity Chairman

Our President General Filemon T. Martinez and his official party composed of Mrs. Martinez, Mr. Carlos Gilbert, State Organizer for New Mexico, and his wife Trustee of the League and President of the Santa Fe Ladies Council No. 18, were welcomed and entertained by the officers and members of its three councils.

The President General and his party were on a tour of inspection of Texas Councils.

A large group was present to welcome the president general. Presiding as toastmaster was L. P. Botello, president of the local Lulac Council, Invocation was by Reyes Ortiz, chaplain general.

The visitors were welcomed by Ezequiel Salinas, prominent attorney and long a leader in Lulac activities.

Entertainment numbers were in charge of Alfredo Garza who first introduced Mrs. Travis Bruce Bunn who sang first "Estrellita" and next "Incan Love Song."

The next speaker was Young Perfecto Soliz who in behalf of the Junior Lulacs welcomed the president general and party. Garza next introduced Miss Magdalena Garza who by request sang "Tipitipitin" and "Janitzio."

District Governor John W. Hernandez of Laredo, former resident of New Mexico and long a close friend of the resident General, introduced the distinguished guest of honor. Next on the program was a dance by Miss Blanche Flores with her sister, Miss Besie, playing the piano. Botello then presented all the guests.

Next speaker was District Attorney Philip Kazen who assured the president general Laredo and Nuevo Laredo knew the principles of good neighborliness to the fullest degree. Mrs. Martinez and Mrs. Gilbert then made impromptu speeches and Mr. Gilbert, organizer general for New Mexico, then made a short address. The banquet closed with the singing of "The Eyes of Texas" led by Arnulfo Zamora with Porfirio Flores at the piano.

Following were in attendance:

Miss Herminia Valle, Miss Elvira Garcia, Ricardo B. Perez, Miss Emma Hernandez, Mr. and Mrs. John W. Hernandez, Mrs. Benjamin Cardenas, Mr. and Mrs. Arnulfo Zamora, Mrs. Travis Bruce Bunn, Miss Bessie Flores, Miss Esperanza Treviño, Miss Blanch Flores, Miss Magdalena Garcia, Porfirio Flores, Miss Esperanza Flores Z., Mr. and Mrs. Irineo Ramos, J. G. Villarreal, Mr. and Mrs. Reyes Ortiz.

Mr. and Mrs. Carlos Gilbert, State Organizer for New Mexico, L. P. Botello, President Laredo Council, Mr. and Mrs. Filimon T. Martinez, president general of the league, Albuquerque, N. M., E. D. Salinas, Philip Kazen, American Consul at Nuevo Laredo, O. G. Loren, Felix Garcia Jr., Mrs. E. D. Salinas Jr., Mr. and Mrs. Ezequiel Salinas Sr., Mrs. O. N. Lightner, Dr. Toribio Garcia, Mrs. Consuelo M. Garza, Mr. and Mrs. Alonzo Perales, Dr. O. N. Lightner,

Elias G. Garza, representing Eagle Pass, Mrs. Toribio Garcia, Tomas H. Garcia, Derly Uribe, representing San Ignacio, Ed F. Peña, E. M. Flores, Francisco J. Flores, J. G. Lopez, Ricardo Reyna, Ramiro Sanchez, Rosalio Garza Sr., Refugio E. Davila, Juan Cardenas, Manuel G. Vela, Julio Naranjo, Perfecto Solis Jr.

Fernando Salinas, Oscar Alvarez, Leonor Montez, Francisco I. Montemayor Jr., Alfredo Tijerina, Mr. and Mrs. Francisco I. Montemayor, Mrs. C. B. Hastings Jr., William Vela, H. L. Hunt, Gilbert Garretson and Alfredo G. Garza.

—Si de vuestros hijos hiciéreis
IDOLOS,

Más tarde os exigirán SACRIFICIOS.

Lulac Code

Respect your citizenship and preserve it; honor your country, maintain its traditions in the spirit of its citizens, and embody yourself into its culture and civilization;

Love the men of your race, be proud of your origin and maintain it immaculate, respect your glorious past and help to defend the rights of your own people;

Learn how to fulfill your duties before you learn how to claim your rights; educate and make yourself worthy, and stand high in the light of your own deeds; you must always be loyal and courageous;

Filled with optimism make yourself sociable, upright, judicious, and above all things be sober and collected in your habits, cautious in your actions and sparing in your speech;

Study the past of your own, and of the country to which you owe your allegiance, learn how to master with purity the two most essential languages—English and Spanish;

Believe in God, love Humanity and rely upon the framework of human progress, slow and sound, unequivocal and firm;

Always be honorable and high minded, learn how to be self-reliant upon your own qualifications and resources;

In war serve your country, in peace your convictions; discern, investigate, meditate and think, study, at all times be honest and generous.

Let your firmest purpose be that of helping to see that each new generation of your own shall be of a youth more efficient and capable and in this, let your own children be included.

LULAC COUNCIL NO. 34 IN POLITICS

Not partisan politics however but the kind of political activity that every good citizen should take according to his convictions and political affiliations, Council No. 34 was particularly fortunate at the last election and in fact in the State of New Mexico as a whole the Lulac fared very well at the hands of the electorate in the selection of their public servants.

We have the pleasure to give a brief sketch of our brother Members of Council No. 34, of the Lulac who figured in the last political campaign in both Democratic and Republican Tickets. Some of them were fortunate enough to land good honorable and lucrative positions, Viz; Andres Salazar (Democrat) an enthusiastic Lulac is the Sheriff-elect of Bernalillo County (Albuquerque) Mr. Salazar is a splendid type of Spanish American gentleman, still young in years he has for the past six years been connected with the U. S. Marshall's Office has made for himself a name of which he can be well proud of as a peace officer; there is no doubt that with the experience he acquired in the Marshall's office as its chief Deputy he will make an ideal Sheriff for his County.

Pablo Garcia (Republican) made the unsuccessful race for Sheriff of Bernalillo County, is another of our out-standing citizens and active Member of Council No. 34, he is a man of an engaging personality a member of the large family of Garcia y Sanchez; he is associated with his father and brother-in-law Mr. J. A. Garcia y Sanchez and Mr. Frank A. Salazar in the embalming busi-

ness which they have been carrying on for several years very successfully; Pablo is one of those rare characters who gets ruffled at nothing therefore he has taken his defeat in the race for Sheriff very philosophically saying there is other elections in the offing, and we are young yet; both brothers Andres Salazar Sheriff-elect and Don Pablo Garcia his opponent carried on a very gentlemanly campaign free from slander or personal mud-slinging, the Lulacs abstained from injecting personalities into the campaign much to the credit of the organization each one working for their favorite Candidate.

Daniel O'Bannon (Democrat) for a number of years acting as Deputy County Assessor and the last year Assessor by appointment to fill a vacancy was elected for the terms of two years; Mr. O'Bannon has discharged the duties of this Office with satisfaction to the public and with impartiality. He is of our faithful member of Council No. 34 of the Lulac of Albuquerque his family connections in the County are of the best; and stands high among his fellows as a man of good character; we extend to him our sincere congratulations on his election and wish him a successful term of office.

Benjamin Osuna (Democrat) the present Probate Judge of Bernalillo County was re-elected to the same Office at the last election; Judge Osuna is a Member of the New Mexico Bar and stands high in his profession. We predict a bright future for our brother Lulac Ben Osuna, he is a young man of good character and recognized ability.

He is a Member of Council No. 34 of the Lulac of Albuquerque.

E. E. Vigil (Republican) a brother Lulac of Valencia was elected as

Probate Judge for the neighboring County of Valencia, with Los Lunas as County Seat. He is an ex-service man with an honorable Certificate of Discharge from the Army, is a man of good character and will, no doubt, make a splendid Judge of the Probate Court for our neighbors in Valencia; he is our Treasurer for Council No. 34, and has given good and accurate account of all funds coming into his hands. He is very popular among his associates. We wish him a successful term of Office.

LADIES LULAC COUNCIL NO. 9

El Paso, Texas

Mrs. P. R. Loya, Jr., President
Miss Doris Chaparro, Secretary
Miss Anna Velasquez, Reporter

Our Ladies Council joins the big parade—San Antonio, 1939.

The home of Mrs. Flores was the setting for a recent benefit supper given by the members. Our sincerest appreciation to Council No. 8 for helping to make the affair a success. Pete Loya started a game of poker and Modesto Gomez did not rest until he got a "Lotto" game going; both gave part of the receipts to swell our funds.

Mrs. Reynaldo Ortiz, nee Adela Contreras, our former treasurer, has been placed on the roster of passive members. She was married in Deming, New Mexico on October 22 and for a while will be busy setting up her home.

Miss Mary Ellen Peckham, Executive Secretary of the El Paso-Ft. Bliss Girl Scouts, spoke to the members of the El Paso Councils assembled in the ballroom of the Hilton

Hotel on November 19th. She urged Latin-American parents to take more interest in Girl Scout activities and enumerated the benefits derived from membership in the organization. Members of her Bowie High School troop gave a short demonstration.

None of us who enjoyed Mr. and Mrs. Roy D. Jackson's hospitality Friday, December 2nd, will forget their sincerity and graciousness; neither will those who were initiated forget the ceremony, nor Mr. Machuca. Assuming the pose of a prosecuting attorney, he "fired" questions at Mesdames Josefina Montelongo, Maria Gomez, Petra Chacon, Delfina Grace, and Misses Consuelo Leos, Minnie Alvarez, and Helen Cooke in such a fashion that at times even the brightest were in the dark as to the answer. Mrs. P. R. Loya and Albert Redwine assisted Mr. Machuca. Members of Council No. 8 were guest witnesses. (Mr. Redwine suggested in his inauguration address that Councils 8 and 9 have occasional joint meetings. We're losing no time in having them meet with us).

If you want to learn how to dance the "Schottische," get Mr. or Mrs. J. C. Machuca to teach you. They gave a fine demonstration of how it is done on the night of the initiation.

Mrs. Elsie T. Gregory will spend the holidays in California. Good luck, enjoy yourself, but do come back!

TOTALITARISMO ES EN TEORIA;
 BRUTALITARISMO EN LA PRACTICA.

Lulac Children Rhythm Band By Mrs. Frank A. Salazar



One year ago this month the Childrens Rhythm Band was organized under the auspices of Councils No. 34 and 17 of the League of United Latin American Citizens of Albuquerque, N. M. and with the able assistance of several of the Lady Members of Lulac we have been able to have a very attractive musical organization of children ranging from 5 to 10 years of age—girls and boys. They have played at several functions already and have been enthusiastically received by the public.

It is our intention to have the Childrens Rhythm Band take part in entertaining the Delegates to the Special National Convention of LULAC which will convene in Albuquerque next January. In the meantime, they are rehearsing their various selections which they have already mastered and some new ones.

We take pleasure in presenting to

our brother Lulacs the above picture of this interesting group of children. Viz. Front row; Consuelo Chavez; left and Frances Armijo. Second row left to right Francis Sandoval, Ronald Salazar, Marcia Garcia, Dorothy Lovato, Tomasita Garcia, Rita Garcia, Nancy Casados, Peggy Garcia, Salomon Madrid, Dave Garcia.

Third Row; left to right, Arthur Chavez, George Sandoval, Albert Armijo, Frank A. Salazar, Jr., Harry Gonzales, Marcela Lopez, Virginia Napoleon, Lucille Romero, Claudia Sanchez.

Ed. Note:—Lulac News congratulates Council Nos. 34, and 17 for their splendid spirit of cooperation shown in sponsoring this group of children. We would like to see more of our Councils do likewise. And by the way—If any other Council has any worthy projects, do not hesitate and send us all information and we will be more than glad to give it the desired publicity.

INSTALACION DEL CONCILIO LULAC NO. 88 DE FORT WORTH, TEXAS

Por Mauro M. Machado, Organizador del Estado de Texas.

El domingo 12 de diciembre se llevó a cabo la instalación del concilio No. 88 de la LULAC, en la ciudad de Fort Worth, Texas. A las 2:30 se abrieron los trabajos de instalación bajo la dirección del Sr. Mauro M. Machado, organizador de dicha organización por el estado de Texas. Comenzó la sesión el Sr. Machado, explicando a la concurrencia el objeto de la junta y de cuales eran los objetos y fines de la organización. Pasando en seguida a nombrar al Sr. Santiago Tafolla, maestro de ceremonias. Abordó la tribuna en seguida el Sr. Jacobo I. Rodríguez, presidente del concilio No. 2, de San Antonio, quien dió una amplia explicación de los 25 artículos de que está formada los objetos y fines. Habló en seguida el licenciado Arturo C. González, miembro del concilio No. 18, de Del Rio, Texas, le siguió en el uso de la palabra el licenciado Antonio Morales, organizador especial, también de la ciudad de Del Rio, y miembro del concilio No. 18. Como de antemano habían sido invitadas algunas personas de la ciudad de Dallas, por el Sr. Machado, se les pidió que expresaran algo sobre la idea de formar un concilio en aquella ciudad, respondiendo el Sr. James S. Brown, quien en palabras llenas de emoción contó como desde niños él y Mauro M. Machado soñaban algún día formar una organización que buscara el mejoramiento y adelanto de nuestra raza. Recordó como hacía 10 años él en compañía de Machado y otros miembros habían ayudado a instalar los concilios de Crystal City y Del Rio. Desde entonces vivía él en Dallas y ahora volvía de nuevo a revivir el espíritu Lulac que así existía en su corazón. Habló también los señores Rodolfo Villasana y Francisco García, prominentes líderes de nuestra colonia en la ciudad

de Dallas. Todos públicamente prometieron al organizador Sr. Machado, su cooperación y ayuda para que Dallas entre a formar el concilio No. 89 de la Lulac. Vino también de Dallas el Sr. Pérez, primo hermano carnal de Mauro M. Machado y quien no lo veía desde el año de 1908. Lleno de emoción, pasó el organizador Machado a juramentar a los siguientes miembros fundadores del concilio No. 88: Antonio Zapata, presidente; Tomás González, vice presidente; M. de la Flor, tesorero; Rev. G. A. Walls, secretario; Ramon Castillo, pro-secretario; y Nicolás Reina, Salome García, Sam E. Cortez, Bernabé González, Catarino Sosa, Margarito Ortégón, Manuel Valle, Alfredo Valle, José R. Valle, Mike de la Flor, Benigno Guerra, José Cruz, Andres Mendóza, Sósimo Herrera, Roberto Olágue, Pedro Olágue y Luis Olágue. Señoras Elisa Castillo, Magdalena García Valle, y María García.

El concilio No. 47 de Wichita Falls, envió un telegrama de felicitación al nuevo concilio deseándoles larga vida y muchos éxitos. La delegación de Dallas la formaban James S. Brown, Ambrocio Pérez, Rodolfo Villasana, Francisco García, Felix Muñoz, Elijo Pérez, y Samuel R. Avalos. Del concilio No. 18 de Del Rio, Texas, licenciados Antonio Morales y Arturo C. González.

Del concilio No. 12 de Damas de San Antonio, Della F. Hernández, organizadora especial y M. Santos S. Herrera. Concilio No. 2 de varones de la misma ciudad, Mauro M. Machado, organizador por el estado de te de dicho concilio, y Santiago Tafolla, Sr. secretario, José Angel Carrillo, guarda y Lucio González, miembro.

Lulac News congratulates our very active state organizer, and all members who helped to install this council, and at the same time welcomes the newest addition to the Lulac chain to its fold.

Aims and Purposes of the League of United Latin American Citizens

1. To develop within the members of our race the best, purest and most perfect type of a true and loyal citizen of the United States of America.

2. To eradicate from our body politic all intents and tendencies to establish discriminations among our fellow-citizens on account of race, religion or social position as being contrary to the true spirit of Democracy, our Constitution and Laws.

3. To use all the legal means at our command to the end that all citizens in our country may enjoy equal rights, the equal protection of the laws of the land and equal opportunities and privileges.

4. The acquisition of the English language, which is the official language of our country, being necessary for the enjoyment of our rights and privileges, we declare it to be official language of this Organization, and we pledge ourselves to learn, and speak and teach same to our children.

5. To define with absolute and unmistakable clearness our unquestionable loyalty to the ideals, principles and citizenship of the United States of America.

6. To assume complete responsibility for the education of our children as to their rights and duties and the language and customs of this country; the latter, in so far as they may be good customs.

7. We solemnly declare once for all to maintain a sincere and respectful reverence for our racial origin of which we are proud.

8. Secretly and openly, by all lawful means at our command, we shall assist in the education and guidance of Latin Americans and we shall protect and defend their lives and interests whenever necessary.

9. We shall destroy any attempt to create racial prejudices against our people, and any infamous stigma which may be cast upon them. We shall demand for them the respect and prerogatives which the Constitution grants to us all.

10. Each of us considers himself with equal responsibilities in our Organization, to which we voluntarily swear subordination and obedience.

11. We shall create a fund for our mutual protection, for the defense of those of us who may be unjustly prosecuted and for the education and culture of our people.

12. This Organization is not a political club, but as citizens we shall participate in all local, state and national political contests. However, in doing so we shall ever bear in mind the general welfare of our people, and we disregard and adjure once for all any personal obligation which is not in harmony with these principles.

13. With our vote and influence we shall endeavor to place in public office men who show by their deeds, respect and consideration for our people.

14. We shall select as our leaders those among us who demonstrate, by their integrity and culture, that they are capable of guiding and directing us properly.

15. We shall maintain publicity means for the diffusion of these principles and for the expansion and consolidation of this Organization.

16. In order that we may enjoy our rights more fully, we, as well as the members of our families, shall comply with the laws of the State in which we reside governing the right of franchise.

17. We shall diffuse, our ideals by means of the press, lectures and pamphlets.

18. We shall oppose any radical and violent demonstration which may tend to create conflicts and disturb the peace and tranquility of our country.

19. We shall have mutual respect for our religious views and we shall never refer to them in our Institutions.

20. We shall encourage the creation of educational institutions for Latin Americans and we shall lend our support to those already in existence.

21. We shall endeavor to secure equal representation for our people on juries and in the administration of Governmental affairs.

22. We shall denounce every act of peonage and mistreatment as well as the employment of our minor children of scholastic age.

23. We shall resist and attack energetically all machinations tending to prevent our social and political unification.

24. We shall oppose any tendency to separate our children in the schools of this country.

25. We shall maintain statistics which will guide our people with respect to working and living conditions and agricultural and commercial activities in the various parts of our country.

Objetos y Fines de la Liga de Ciudadanos Latinoamericanos

1. Desarrollar dentro de los miembros de nuestra raza el mejor, más puro y perfecto tipo de un verdadero y leal ciudadano de los Estados Unidos de América.

2. Destruir de raíz de nuestro cuerpo político todos los intentos y tendencias a establecer distinciones entre nuestros conciudadanos a causa de raza, religión o posición social, como contrarios al verdadero espíritu de la Democracia, nuestra Constitución y nuestras Leyes.

3. Usar todos los medios legales a nuestro alcance para lograr que todos los ciudadanos en nuestro país disfruten de iguales derechos, de la igual protección de las leyes de este país y de iguales oportunidades y privilegios.

4. La adquisición del idioma inglés, que es el idioma oficial de nuestro país, es necesario para disfrutar de todos nuestros derechos y privilegios, por lo que declaramos que será el idioma oficial de esta Organización y protestamos por lo mismo, aprenderlo, hablarlo y enseñarlo a nuestros hijos.

5. Definir con claridad, precisión absoluta e inequívoca, nuestra lealtad indiscutible a los ideales, principios y ciudadanía de los Estados Unidos de América.

6. Asumir responsabilidad completa por la educación de nuestros hijos en el conocimiento de sus deberes y derechos, idioma y costumbres de este país en lo que haya de bueno en ellas.

7. Declaramos solemnemente de una vez para siempre sostener un culto respetuoso y sincero por nuestro origen racial del cual nos sentimos orgullosos.

8. Secreta y, abiertamente, por todos los medios lícitos a nuestro alcance, ayudaremos a la cultura y orientación de los latino americanos y protegeremos y defenderemos sus vidas e intereses cuando sea necesario.

9. Destruiremos todo impulso encaminado a crear prejuicios raciales en contra de los nuestros, combatiremos los estigmas infamantes que se les impongan, y clamaremos para ellos el respeto y las prerrogativas que a todos nos otorga la Constitución de nuestro país.

10. Cada uno de nosotros se considera con responsabilidad igual en nuestra Organización, a la que voluntariamente juramos subordinación y obediencia.

11. Crearemos fondos para nuestra protección mutua, para la defensa de aquellos de nosotros que seamos injustamente procesados, y para la educación y cultura de los nuestros.

12. Esta Organización no es un club político, pero como ciudadanos participaremos en las contiendas de política local, del Estado y de la Nación. Sin embargo, al hacerlo guardaremos presente siempre el bienestar general de nuestro pueblo, y desalaremos y abjuraremos de una vez por todas cualquier compromiso de carácter personal que no esté en armonía con estos principios.

13. Ayudaremos con nuestro voto e influencia al encumbramiento político de individuos que con hechos demuestren respeto y consideración para los nuestros.

14. Elegiremos como líderes nuestros aquellos que entre nosotros por su integridad y cultura demuestren ser capaces de orientarnos y dirigirnos rectamente.

15. Mantendremos medios de publicidad para difundir estos principios, extender las ramificaciones de nuestra Organización y consolidarla.

16. Con el fin de gozar plenamente de nuestros derechos, nosotros como también los miembros de nuestras familias cumpliremos con las leyes que gobiernan el derecho de sufragio en el estado donde residimos.

17. Haremos difusión de nuestros ideales por la prensa, en conferencias y por medio de folletos.

18. Nos opondremos a toda manifestación racial y violenta que tienda a crear conflictos y violar la paz y tranquilidad del país.

19. Respetaremos las ideas religiosas de cada uno y jamás nos referiremos a ellas en nuestras instituciones.

20. Estimularemos la creación de instituciones educativas para latino americanos y prestaremos nuestro apoyo a las ya existentes.

21. Trabajaremos a fin de lograr que los nuestros tengan igual representación en los jurados y en la administración pública en general.

22. Denunciaremos todo acto de peonaje y maltrato, así como el trabajo de nuestros niños menores de edad.

23. Resistiremos y atacaremos con energía todas las maquinaciones tendientes a evitar nuestra unificación social y política.

24. Combatiremos toda tendencia encaminada a separar a nuestros niños en las escuelas de nuestro país.

25. Estableceremos estadísticas que orienten a los nuestros respecto a las condiciones de trabajo, vida y actividad agrícola y comercial en diversas partes del país.

WHAT IS LIFE TO YOU

"To the preacher life's a sermon,
To the joker it's a jest;
To the miser life is money,
To the loafer life's a rest.
To the lawyer life's a trial,
To the poet life's a song;
To the doctor life's a patient
That needs treatment right
along.
To the soldier life's a battle,
To the teacher life's a school;
Life's a good thing to the grafter,
It's a failure to the fool.
To the man upon the engine
Life's a long and heavy grade;
It's a gamble to the gambler,

To the merchant life is trade.
Life's a picture to the artist,
To the rascal life's a fraud;
Life perhaps is but a burden
To the man beneath the hod.
Life is lovely to the lover,
To the player life's a play;
Life may be a load of trouble
To the man upon the dray.
Life is but a long vacation
To the man who loves his work;
Life's an everlasting effort
To shun duty, to the shirk.
To the earnest Christian worker
Life's a story ever new;
Life is what we try to make it—
Brother, what is life to you?"

THEY ALL HAD "CHARACTER"

When we study the lives of the men who have been Presidents of the United States we find in them, almost without exception, many different attributes. But there is one quality common to all of them—they all had character.

In a "Presidential year" the candidates may be bitterly attacked for their views on one question or another—but never is there a serious criticism of one's personal character. For no great party would dare to choose for its standard bearer a man whose personal record was not above reproach.

Washington, Franklin, Jefferson, and Lincoln all had those traits in common, they stood for truth, thrift, common sense, defenders of people's rights, brotherly love and justice. Every one of them had strong moral principles. They knew the right and would not step aside from the

path of principle. They had "character."

But "character" cannot be attained after one has attained heights. It must be built from youth. It is not sufficient that one abstain from wrong doing for fear of the consequences. Character means the ability to distinguish clearly between right and wrong and the strength of will that causes one to do the right thing as a matter of course.

Training of character begins at home, at babyhood. It continues through school and college and business career. If a boy has not strength of character at 16, he is not likely to acquire it at 30.

It is not merely a question of obeying the written laws. Many acts are legal which are not ethical. The "letter of the contract controls the trickster." **The man of character will not take refuge behind it.**

WELL DONE . . .

Charles M. Schwab, head of Bethlehem Steel and one of the outstanding business executives of our day, has outlined "Ten Commandments" for attaining a "job well done," designed for daily application by every worker throughout the country. They are:

1. Work hard. Hard work is the best investment a man can make.

2. Study hard. Knowledge enables a man to work more intelligently and effectively.

3. Have initiative. Ruts often deepen into graves.

4. Love your work. Then you will find pleasure in mastering it.

5. Be exact. Slipshod methods bring only slipshod results.

6. Have the American spirit of conquest. Thus you can successfully battle with and overcome difficulties.

7. Cultivate personality. Personality is to a man what perfume is to a flower.

8. Help and share with others. The real test of business greatness lies in giving opportunities to others.

9. Be democratic. Unless you feel right towards your fellow-men, you can never be a successful leader of men.

10. In all things do your best. The man who has done his best has done everything. The man who has done less than his best has done nothing.

PHILOSOPHY OF MAN

Man comes into this life without his consent, goes out against his will, and the road between is a rocky path.

When he is young the big girls kiss him; when he is older the little girls kiss him and the big ones won't.

If he is poor they say he is "no good"; if he becomes rich he is a "grafter."

When he needs credit he can't get it; if he does not need it every one tries to extend it to him (even the bank).

If he enters politics, it is for what he can get out of it. If he keeps out of politics he is not public spirited enough to do his part.

If he gives to charity, it is just "for show." If he does not he is "stingy and miserly."

If he takes an active interest in church work he is a hypocrite; if he does not he is a hardened sinner.

If he is affectionate he is "soft"; if he is not he is "cold blooded."

If he spends money he is a spendthrift; if he saves it he is a tightwad.

If he dies young he had a wonderful future ahead of him; if he lives to a ripe old age he never amounted to much anyway. So why worry.

—The Telephone Echo.

Welcome LuIacs

MODEL FOODS MARKET

A complete line of nationally advertised goods—U. S. Inspected
MEATS

MAX CASTILLO, Prop.

Phone 693 807 South 4th. St.

Albuquerque, New Mexico

PARIS SHOE STORE

Fine foot wear for men,
women and children

307 West Central Ave.

ALBUQUERQUE, N. M.

Enjoy The Comforts And Pride of Ownership of a Well Furnished Home
- THOUSANDS ARE DOING IT AT THE -

THE STORE
That brought
you Nationally
known
FURNITURE
Selling on easy
terms with no
carrying charge

AMERICAN

212 TELEPHONE
W. CENTRAL FURN. CO. 925

For A
Quart of Paint
or a Complete
New Home

SEE

BALDRIDGE

Building Materials of all kinds
Sherwin-Williams Paints

Ask About Our Liberal
90% Loans for New
Home Building

J. G. BALDRIDGE LUMBER COMPANY

Est. 1881

401-423 S. First St. - Phone 402

Albuquerque, New Mexico

Santa Fe National Life Insurance Co.

HOME OFFICE

Albuquerque, New Mexico



Life Health and Accident
Insurance
Hospitalization
Industrial and Ordinary
Policies

Welcome Lulacs

SE HABLA ESPAÑOL

New Mexico's Largest - Department Store -

Everything for the Family — The Home — The Farm or Ranch

THREE STORES IN ONE

A Dry Goods Store,

A Furniture Store,

A Hardware Store

MONTGOMERY WARD

313 W. Central Ave. Albuquerque, New Mexico Tel. 1130

FLASH....!

PRESIDENT FILEMON T. MARTINEZ, IN THE NAME OF THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS HAS INVITED THE PAN-AMERICAN GROUP TO MEET IN ALBUQUERQUE, NEW MEXICO IN 1939.

COMPLIMENTS OF

TONY VIGIL

General Merchandise

WELCOME LULACS

OLD ALBUQUERQUE

NEW MEX.

A New Store For Albuquerque

but serving New Mexico for 52 years, its a far cry from those days when Sears Roebuck merchandise was mail-ordered from a catalog to the present new Albuquerque Store—The largest and most complete store in all New Mexico.

Sears invites all Lulacs to visit their new store when they are in Albuquerque.

“MEET YOUR FRIENDS AT SEARS”

Mens, Womens and Childrens Wear, Shoes, Sporting Goods, Auto Tires and Accessories, Furniture, Electric Refrigerators, Radios, Hardware, Plumbing.

SE HABLA ESPANOL

A Great Organization Serving A Great State

Sears Roebuck and Company

ALBUQUERQUE • NEW • MEXICO

505 W. Central

Phone 4750



PABLO L. GARCIA



J. A. GARCIA Y SANCHEZ



FRANK A. SALAZAR

WELCOME LULACS

.... TO ALBUQUERQUE FOR THE
JANUARY SPECIAL NATIONAL
CONVENTION

HEADQUARTERS AND MEETING PLACE
COUNCILS Nos. 34 and 17

Garcia & Salazar Mortuary
ALBUQUERQUE • NEW • MEXICO