



D'ya Think We Want the Flag of Texas Sullied?



Detroit  
Free Press

This issue of LULAC NEWS is sponsored  
by the Laredo Council No. 12



# WEBB COUNTY

● TEXAS ●

## AGRICULTURE

**Grow Anything and Grow It the Year Round**

- Unexcelled Climate
- Ready Market
- International Trade
- Fertile Soil
- Year Round Crops
- Oil and Gas

IDEAL CONDITIONS FOR RAISING LIVESTOCK

### M. J. CARRILLO

Licensed U. S. Custom House Broker

U. S. Custom Bonded and  
General Warehouse

LAREDO,

TEXAS

### G. Arredondo Transfer Co.

LOCAL MOVING

Household Goods

Freight & Baggage Transfer

- - Prompt Service

1220 Iturbide St.

Phone 1718

## A HERO'S RETURN

# Bigotry in Texas

Private Felix Longoria was, before he entered the Army of the United States back in 1944, a resident of Three Rivers, Tex.

He was an American citizen who put on the uniform of his Country in order that this Nation might continue to be free; that men might always enjoy the guarantee of human liberty and dignity contained in the Bill of Rights; that the immortal words of Jefferson in the Declaration of Independence—"life, liberty and the pursuit of happiness"—might be more than an empty phrase.

In the closing days of the war, Private Longoria was killed in the Philippines, wearing the uniform of his Country, fighting for all of her people including those of Texas.

His body was returned to the United States—to Three Rivers, Tex., for burial—a hero's burial.

But the people of Three Rivers, who live securely and prosperously because of the sacrifice which Private Longoria and thousands like him made, said he could not sleep out eternity in the soil of his native town and state.

You see, Private Longoria was of Mexican descent.

The hundred per cent Americans of Three Rivers, Tex., do not think that an American of Mexican extraction is entitled to the privileges of United States citizenship in life—or in death.

The Three Rivers funeral parlor would not accept the flag-draped casket which contains all that is mortal of Private Longoria.

His widow, seeking to make funeral arrangements, was rebuffed.

No Mexicans allowed—not even if they are heroes!

United States Senator Lyndon Johnson was notified, and fixed matters so that the remains of Private Longoria would be interred in Arlington National Cemetery.

Arlington is not in Texas, it is a United States military cemetery where are buried such men as Pershing, Custer and Admiral Dewey. They were not Texans either. It is just possible that even their national extraction, religion or political faith would have barred them from the soil of Three Rivers.

We are not inclined to condemn men for their prejudices. Those are weaknesses with which they are born—like some disease which persists through generation after generation.

Rather, we pity them.

And in the case of the patriots of Three Rivers, Tex., we are inclined to acknowledge our gratitude.

What they have done is to have advanced the cause of civil liberties in the United States beyond all the efforts put forth in their behalf to date.

With this classic example before them, we cannot conceive of any Southern bloc of legislators opposing bills to further the cause of racial and national equality.

When the half-citizens of this land are finally granted full admission to American citizenship, they can thank the Three Rivers, of which, unfortunately, there are many in the South—and the North.

The map shows that Texas is the largest state in the Union.

Today, in the eyes of sincere Americans, it is seen dimly, much smaller than tiny Rhode Island.

—Detroit Free Press

Editor's Note: We highly commend the Detroit Free Press from which this was taken for your benefit, on their unsullied expression of that good old fashioned Americanism that has made this Country what it is today—the best and the greatest in the world.



# Casso Guerra and Company

Wholesale Grocers

Laredo, Texas

---

## A. & B. Pontiac Co.

YOUR FACTORY AUTHORIZED DEALER FOR  
SALES & SERVICE

Our Shops are Equipped to Repair Any Make Car.  
Our Factory-Trained Mechanics Will Give You a Better Job

Factory Engineered Parts

Phone 1726

1312 HOUSTON ST.

LAREDO, TEXAS

# A Monthly Message from the. . . . President General



Fellow Officers and Members:—

A shameful incident brought about by one selfish, prejudiced and unthinking American in Three Rivers, Texas, has been causing embarrassment to, and is being deplored and denounced by, all right-minded, good and true sons of Our Democracy.

Most of you have no doubt already read in the newspapers the account of the incredible degree of cynicism reached by a bad American in refusing to provide funeral services for a returned, dead, war hero, for the sole and only reason that he was of Latin American origin.

For those of you not yet familiar with the occurrence, I quote the account that appeared in the San Antonio Evening News:

**"LATIN AMERICAN FUNERAL REFUSED . . . by Associated Press . . . Corpus Christi, January 11 . . . A funeral home at Three Rivers has refused to allow the body of a Latin American soldier killed in action to enter the home because 'the whites won't like it'."**

The soldier is Felix Longoria, killed in the Philippines in 1945. The body is en route home.

T. W. Kennedy, manager of the Rice Funeral Home, told a Corpus Christi Caller-Times reporter Monday by telephone that, (quote) "We just never make a practice of letting them (Latin Americans) use the chapel, and we don't want to start now. Most of them don't want the chapel service."

I pride myself in trying to be a good American. I do not say I am. I try to be. In some ways I fail, it is not willfully. I believe that part of the duties of good Americanism is to fight racial prejudice wherever we may find it.

Racial prejudice is an insidious poison intended to pollute the blood-stream of America. Racial prejudice is the opening wedge used in the propaganda of totalitarian countries to "divide and conquer." To allow racial prejudice to go unchallenged, is to fail in our duty to Our Country.

In order not to make myself guilty of that failure; as President General of the League of United Latin American Citizens, a national organization; I sent telegrams immediately to President Harry S. Truman, The War Department, Senators and Congressmen of the United States, in the following terms, quote:

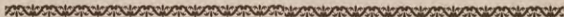
**"We protest energetically the refusal of funeral services to our War Hero Felix Longoria at Three Rivers, Texas.**

**"The Congress of the United States has been discussing remedial legislation in order to pass a law that would make it illegal for anyone to discriminate against a man in uniform.**

**"And, certainly, A DEAD WAR HERO LIKE LONGORIA, whose body has been brought back all the way from the Philippines, AND WHO SACRIFICED HIS LIFE FOR OUR COUNTRY, should NOT be denied a decent Christian burial . . . WITH-OUT RACIAL DISCRIMINATION."**

Signed, R. A. CORTEZ,  
President General,  
League of United Latin American Citizens.

Let us all attend, that can, our Regional Convention in Houston on the 29th and 30th. We must all cooperate to solve our problems. I hope to see you present.





## LAREDO MOTOR MART

Cor. CONVENT & HOUSTON STS.



Phone 68

LAREDO, TEXAS



Nearly 30 Years of Dependable Service



LAREDO,

TEXAS

## EL AGUILA BAKERY

RENTERIA BROS.

Extends greetings to All Lulacs everywhere  
and invites them to visit the new & modern  
modern Coffee Shop & Bakery



620 San Agustin Ave.

Laredo, Texas

## RAYMOND'S MARKET & GROCERY

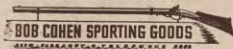
FINE FOODS - - FRESH MEAT  
QUALITY ALWAYS



1519 SANTA MARIA AVE.

Phone 693

LAREDO, TEXAS



## P. R. ARGUINDEGUI

WHOLESALE DISTRIBUTOR  
FOR  
CONTINENTAL OIL COMPANY



Phone 306

LAREDO, TEXAS

## Guajardo's Drug Store

PRESCRIPTION DRUGGISTS  
CITY WIDE DELIVERY  
PROMPT SERVICE

516 FLORES

Phone 134

LAREDO, TEXAS

The Wise Old Owl Says:

"We Value Your Good Will As An Asset"  
"We Strive, With Good Courteous Service  
to Deserve It"—

## Plaza Hotel Barber Shop

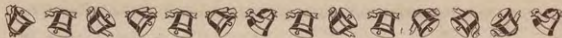
Air Conditioned

PETE CAUDILLO, Mgr.

904 HIDALGO

Phone 1610

LAREDO, TEXAS



## New Year's Greetings:

Each time as the New Year begins its tenure with zest and zeal, we are prone to look back in review upon the now historical tenure of the old year, and recall with joyous countenance the pleasant memories, the overwhelming successes, the gigantic strides of progress, and the outstanding feats of combined efforts, but then we are also prone to recall with remorse and perhaps some guilt the many failures, the lack-a-daisical efforts, and the many well-intentioned but never carried out projects. However, the redeeming feature of the whole review is a half-imposed and determined resolution on our part to continue with even greater zeal the plus side of our past year's activities, and to eradicate all that has fallen on the minus side.

And so it is with this thought in mind that the officers and members of Lulac Council No. 12 of Laredo, Texas, take this grand opportunity of extending to the officers and members of each sister council, both old and new, all the sincerest wishes and blessings for a happiest and most prosperous of all happy and prosperous New Years. May your review at the end of the now New Year fall entirely on the plus side of the ledger, that our cherished dreams, hopes, and aspirations may in 1949 reach the pinnacle of resplendent success, and forever stand as a blazing tribute to those of the old guard and a challenging goal to those of future generations.

P. L. Flores President	Felix Garcia, Jr. 1st. Vice President	Ramiro Casso 2nd. Vice President
F. J. Flores Secretary	Arturo Ramirez Treasurer	Joe Rodriguez Guide
Fa. Tomas Enrique Lozano Chaplain	Reyes Ortiz Acting Chaplain	George J. Garza Vice President General
V. Paragola	R. E. Laurel Trustees	Francisco Meza



# Teodosio Gutierrez & Co.

WHOLESALE GROCERS &  
DISTRIBUTORS OF PEARL BEER  
ELECTRICAL HOME APPLIANCES

419 Market St.

Laredo, Texas

## Garza's Texaco Service Station

COMPLETE CAR SERVICE



STATION No. 1      STATION No. 2  
Flores & Matamoros Coke & San Bernardo  
Phone 711              Phone 2479

## Albert Martin Insurance Agency

INSURANCE IN ALL ITS FORMS

LAREDO, TEXAS

P. O. Box 558

Phone 1544

Albert Martin  
Owner

C. M. Herrera  
Manager



# Editorial . . .

February 17, 1949, will mark the 20th year since a small band of far-sighted and welfare-minded men met at Obreros Hall in Corpus Christi, Texas and launched an organization with an almost sacred purpose of assuring American ideals and principles to a truly American group. Small indeed was this group of men, and smaller still seemed their chance for success, but within each stout heart assembled pulsed a spirit of faith and hope based on to their eternal rest in the great beyond and but few remain alive today, but all have had the God-granted opportunity to view with thankful hearts the fruit of their faith and hope.

This organization, running the true course of any similar organization with similar ideals, has had, in its two decades of existence, to be vigilant to dangers from within and without its ranks. Its years of early infancy and meager beginnings of assertion resulted in its being despised, ridiculed, and ignored, but its aims and purposes were such that despise, ridicule, and ignorance could not deter its progress. However its succeeding years have not been smooth sailing. It has had to withstand the criticism and attacks of its enemies without and the jealousy and over-ardentness of its own components who have been carried away by their petty feelings of power and personal worth. There have been times when dissipation rocked its very foundation and a chaotic state seemed inevitable; when a wave of apathetic feeling swept the ranks and a defeatist attitude seemed about to destroy all that had been won; and when petty quarrels resulting from divided opinions were on the verge of tearing asunder its very unity, yet in spite of all these crises has the organization grown and progressed, for its aims and purposes are bigger than any one man or group of

men within or without.

So today, after twenty years of incessant struggle with alternating successes and reverses, this organization is a far cry from the small and insecure embryonic organization that dared to rear its head amid the self-imposed judges and critics. From a small local council composed of a few men it has progressed into a national organization with many councils in five southwestern states of the country, and unifying thousands of men, women, and youths. What is more, people in eastern and midwestern United States have asked for the extension of this organization into their particular states. Plans for such an expansion are now underway. The opportunities for growth and progress are now limitless for this organization; its future is assured; and its security guaranteed.

Yes, indeed, it is a far cry from what it was in 1929. Today, the despise, the erudicule, and the ignoring by its enemies has turned to amazement, admiration, and respect as a result of its tenacity, its worthiness of ideals, and its magnanimity of purpose. Its ranks are no longer swayed by any grandiose thoughts of power and personal worthiness since the sudden realization of their comparable insignificance to the greatness of the overall principles of the organization. Dissimulation and dissipation due to scepticism have given way to sincerity of purpose and unification of action. The apathetic feelings and defeatist attitudes have been supplanted by feelings of deep concern and attitudes of sure victory. The work of this organization is today recognized by the many invitations extended the Supreme and local councils to participate in the solution of situations confronting local, state, and national agencies. Its delegations are cordially received and heard in the national capitals of Mexico and this country, and in the state capitals of the states in which it operates. The official agencies of these governmental bodies are ready to listen and cooperate with the organization. Truly the organization has arrived at its rightful station, and it is due to its faith, definiteness of purpose, and Christian aspect of its principles.

Yes, The League of United Latin American Citizens, the organization that grow out of desperation and which was destined by its enemies to perish before it had a chance at life, has, after twenty years and in spite of all adverse problems, situations, and circumstances, achieved a phenomenal success that even the most sceptical minds and biased foes cannot deny. And the faith and hope of those few who planned so religiously and against which all the wrath, the criticism, and the attacks of its enemies from within and without could not prevail, shall continue to lend strength and determination to those who have carried on the work and will continue to carry it on until such time as the ultimate goal has been reached. So in 1949, and the future, as from 1929 to now, shall the League of United Latin American Citizens continue its role of defender of all American ideals and principles for Americans.



Official Organ

League of United Latin American Citizens

Vol. 15 No. 4

January, 1949

Published Monthly by the Lucalac Home Office, C. 1301  
214 Broadway San Antonio, Texas

\$2.00 per year — 20c per copy

Raoul A. Cortez	President General
George J. Garza	Vice-President General
Mrs. Hector de la Peña	2nd. Vice-President General
Rudy J. Peña	Secretary General
Joe Olivares	Treasurer General
Max Garcia	Inspector General
Bob Cruz	Director General of Boys Education
Dr. Hector Garcia	Trustee
Porfirio L. Flores	Trustee
Hector P. Tarango	Trustee

#### EDITORIAL BOARD

Jacob I. Rodriguez	Editor
Rubén Munguía	Associate Editor
Frank R. Jasso	Director of Publicity

LULAC NEWS

# Pan-Tex Milling Co.

WHOLESALE LUMBER AND MOLDING

Dealers in Mexican Ponderosa Pine



P. O. Box 1525 — — Phone 3337

LAREDO,

TEXAS

---

## Kaiser-Frazer Sales and Service

SERVICE FOR ALL MAKES  
OF MOTOR VEHICLES

JOE VILLARREAL MOTOR CO.

1201 MATAMOROS ST.

LAREDO, TEXAS



300 Rooms

300 Baths

Coffee Shop and

Dining Room

Air Conditioned

Beauty Shop

Phone 1120

*Hamilton Hotel . . . Laredo, Texas*

# COSMOPOLITAN LAREDO



## GATEWAY TO MEXICO

By Geo. J. Garza

Colorful and glamorous Laredo, county seat and world-renowned as the "Gateway" to Mexico and the rest of Latin America, is strategically located in the southwest part of Webb county on the bank of the "Rio Bravo" (Rio Grande), 154 miles southwest of San Antonio, 153 miles west of Corpus Christi, 147 miles north of Monterrey, 764 miles northeast of Mexico City, astride the Pan American Highway which reaches to the southernmost republic of South America.

Founded on May 15, 1755, by Tomas Sanchez for the King of Spain, Laredo, has existed under the flags of six different governments, Spain, Mexico, Republic of the Rio Grande, of which it was the capital, the Republic of Texas, the Confederate States, and Old Glory. A source of pride is the fact that when the famed Declaration of Independence of the United States was written, Laredo was a full town, 21 years old, with an established government.

As a part of Latin America for almost a 100 years, its Spanish customs and traditions became indelibly stamped in its people, but the harmonious blending of this culture with that of our newer American culture has resulted in a uniqueness of culture that is all its own and quite unparalleled. Visible still are evidences of past influences in the architecture of its cathedrals, its Spanish type homes fronting squarely on sidewalks, numerous plazas where youth still "promenades", and in its bilingual commercial and social life.

Blessed with an abundance of natural resources, enviable geographical location, and a mild climate, cosmopolitan Laredo faces the future with confidence. Anticipation of several new industries to be estab-

lished in Laredo within the next two years, and the various projects of great magnitude now underway are ample reasons for Laredoans' enthusiastic expectations of a greater growth in the near future than the phenomenal growth of the past seven or eight years which saw Laredo increase from 39,000 in population in 1940, to 60,000 in 1947. Such facts leave little, if any doubt, that Laredo's population will reach an approximate 75,000 by 1960.

The increasing industrial growth of Laredo is reflected in the production of approximately \$8,000,000 in finished products in 1947. Leading in the industrial plants are the Texas Mining and Smelting, Division of National Lead Company, producing antimony from Mexican ore; the Texas Harvest Hat Company and the Mexican Palm Hat company, specializing in hand-finished baby clothing; the Texas Mexican Railroad Company operating between Laredo and Corpus Christi, and numerous brick and tile and kindred industries.

Some 11,000 acres are devoted to irrigated farming with tomatoes, onions, and others truck crops rapidly making Laredo the capital of the winter crops. The 1947 crop was valued at an estimated \$1,500,000. Combined reservoirs and land development programs will turn thousands of brushland acres into fertile winter truck crop and Citrus Farms.

County seat of Texas' largest cattle-producing county Laredo's leading industry has been cattle raising. Continued improvement of herds and increased production raised the sale value of stock to \$3,000,000 in 1947.

Production of oil from shallow fields within a radius of 30 miles has averaged more than 2,000,000 barrels

Continued on next page

# Laredo Packing Company

---

Octavio Salinas, Owner

All Kinds of Fresh and Cured Meat

---

LAREDO, TEXAS

---



# Merchants Fruit Company

---

Distributor of

*Lone Star Beer*

---

LAREDO, TEXAS

## COSMOPOLITAN LAREDO

(cont. from preceding page)

annually, but the coming year will see unprecedented oil exploration. A large share of ranch acreage in Webb county is under lease and crews operating throughout the area. Aside from this, natural gas is found in great quantity and is fast becoming commercial important.

The tourist industry has long been regarded as one of Laredo's largest with an estimated half-million tourist annually entering Mexico through Laredo. With several million dollars being spent by tourist each year unprecedented construction of modern hotels and tourist courts has taken place. With greatly increased air travel and freight to Latin America as a result of the city's new \$8,000,000 Airport which is one of the largest and most modern in the world, tourist trade is on the rise. As a result of its having been designated as an air port of entry, Laredo is destined to see more private plane travel into Mexico and the addition of other airline flights to the existing ones maintained by Braniff.

Laredo has been designated as operational center for construction work on three international dams on the Rio Grande. One of these will be 70 miles south-east of Laredo, a second one 60 miles above Laredo, and a third one at the upper reaches of the river. Such activity is expected to bring one of the greatest land development programs in Texas history.

Notwithstanding the above construction, Laredo in continuing its program to build itself into a winter tourist haven is well on the way in the construction of a \$350,000 dam on Chacon Creek that will be eight miles long and 2 miles wide. With the stocking of the lake with fish, the construction of bathhouses and boat houses, the building of bridge paths, playgrounds and picnic grounds, and the utilization of water from the dam for the golf course, this project should well place Laredo as one of the top recreational spots of the state the year round.

As if the above were not enough to insure its successful progress, Laredo has firmly established such community projects as the Washington's Birthday Celebration which is internationally famous, the Pan-American Fair and Livestock Show, and the Border Olympics which each year attract more schools from all over the nation. Add to this fact that Laredo is rapidly establishing itself as a mecca for game hunters, and one has a complete story of the major features that make Laredo unique and place it in line for the title of the city with the greatest possibilities for business, recreation, education, and happy living.

Commensurate with its blending of old and new cultures, Laredo offers its residents and its visitors opportunities for progress and a fullness of living that is embellished with a traditional and cosmopolitan environment saturated in friendliness.

## FRIVOLOUS FRILLS

Miracles do happen. Bro. Gus Garcia's sudden realization that no toot is too big even for a small calf.

Past President Arnulfo Zamora experiencing an example of getting the mostiest for the leastiest. Reason: while sharing a room at the Plaza Hotel with Past Secretary General Francisco J. Flores and Vice President General George J. Garza during the December Supreme Council Meeting in San Antonio, he appropriated the largest bed and the smallest rate.

Bro. Bob Cruz of San Antonio falling asleep while dressing to take the Laredo delegation out on a sight-seeing tour of the city. Being traffic cop on San Antonio's windiest corner must be tiring on the eyes; new look not withstanding.

Past Treasurer General Manuel Vela still the main topic of conversation of Laredo delegations as they journey to Lulac gatherings. For further details contact any Laredo Lulac delegate.

Must have been another tornado that blew immediate Past President Jose Maldonado back to Texas from New Mexico. Seems the tornado blew itself out on the Gulf at Corpus Christi. Welcome back, and stay out of the way of tornados, Doc.

District Governor Gabe Garcia of Kingsville and President Hernandez of Houston sounding advance political propaganda for the June Convention. All we can say is—"Remember Dewey."

Bro. Edward D. Garza, founding president of Council No. 146 of San Marcos, now a member of council No. 12 after a year's sojourn in New York.

District Governor Leon Elizondo of San Antonio quite the orator, including \$64 words, million dollar gestures, and inimitable fervor.

Bro. M. C. Gonzalez still the psychological strategist in getting every one in a laughing and receptive mood prior to making his address to a group of new Lulac initiates who had gone through quite a lengthy ordeal of speeches at the San Antonio Council's December initiation.

## CARLOS PUENTE

Government Inspected Meats  
CRISPY COLD VEGETABLES  
FANCY STAPLE GROCERIES



517 SAN AGUSTIN AVE.

Phone 2088

LAREDO, TEXAS



# Laredo Transportation Co.

*"A Service Institution"*

---

LAREDO, TEXAS

---

# Hachar's Department Store

*"El Nuevo Mundo"*

---

LAREDO, TEXAS

# SPECIAL SCHOOL FUND REPORT

By Dr. George I. Sanchez

Dear Mr. President General:

I have just finished making an analysis of the receipts and expenditures of the Special School Fund. The following is a summary of major items:

## SPECIAL SCHOOL FUND

Receipts—all sources		\$ 10,252.26
Expenditures:		
Legal fees	\$ 6,600.00	
Clerical and Office	989.50	
Travel and subsistence	1,521.24	9,110.74
Balance.		\$ 1,141.52

The receipts, as indicated, are from all sources. These receipts should have been somewhat larger, but the contributions that were promised did not all come in. Nonetheless, we had enough to do the first, and major, part of the job.

The legal fees, in the sum of \$6,600.00, were paid to four lawyers—and I think we were unusually fortunate in not having to pay more than this small amount. You will recall that one prominent Texas lawyer asked \$20,000.00 to undertake the job which we wanted done. Without costing us anywhere near that amount, we employed a team of lawyers who did one of the most remarkably fine jobs that has ever been accomplished in the field of civil rights in the United States.

The clerical and office expenditures (\$989.50) were for supplies, telephone and telegraph, court costs, reproduction of briefs, etc. These costs were kept this low only because a good bit of the work was done at my office at no cost to the Fund.

The travel and subsistence costs are also rather low. The attorneys and experts had to make numerous trips within the state and to and from other states, and they had to hold numerous conferences among them-

selves and with a great variety of other people, etc.

The surveys and other investigations that I carried on prior to the segregation suit have not been charged to this Fund. Those studies alone cost several thousand dollars. In addition, various individuals and organizations contributed services and cooperation of various kinds for which we did not have to pay anything.

On the whole I think we have been extremely fortunate in this project. We have accomplished something that might well have taken us many years of very complex and difficult maneuvering, and that certainly would have cost us many times the amount of money that we have spent. It seems almost unbelievable that we have been able to do the job in so short a time and at a total cost of less than \$10,000.00—less than half what one lawyer asked for as a fee, alone.

I have spent substantial sums out of my personal funds on this project—money that I could ill afford to spend. I have also given a dismaying amount of my time and energies to this project. However, I have been very happy to make this contribution, for I feel that the elimination of the segregation of "Mexican" children in this state is an accomplishment worthy of the best that any individual or that any organization has to offer.

You will note that there is a balance of a little over \$1,000.00 in the Fund. I expect to apply that balance to following up the decision of the Federal Court—and seeing that as many school systems as possible comply with the law. I am already directing steps against several school systems that have been unwilling to eliminate segregation. Of course, \$1,000.00 will not go far in this kind of work, so the Fund will soon be completely exhausted.

Please advise me if you want any further report on this Fund. Except for the balance of \$1,141.52, I want to consider this account closed as of December 31, 1948. Unless I soon hear from you to the contrary, I will assume that such is the case.

# INSURANCE

## COMPLETE SERVICE

- FIRE
- ACCIDENT
- HEALTH
- LIABILITY
- BURGALRY
- PLATE GLASS
- JEWELRY
- WORKMANS COMPENSATION
- AUTOMOBILE

ASTECC TOURIST INSURANCE — SURETY BONDS

### LAUREL INSURANCE AGENCY

802 Farragut St.

Phone 935

Laredo, Texas

---

## Central Drug Co., Ltd.

Sames-Moore Building

QUALITY DRUGS AT MINIMUM PRICES

Filling Prescriptions Our Specialty - Four Registered Pharmacists on Duty

— Exclusive Agents For —

Elizabeth Arden - Dorothy Gray - Frances Denney Toiletries

Agents for: — Whitmans and Pangburns Chocolates

CIGARS — CIGARETTES — SODAS — MAGAZINES

Prompt, Courteous Service

Phone 59

LAREDO, TEXAS

---

## Jose Montemayor e Hijos

MEXICAN CUSTOM HOUSE BROKERS

2111 ITURBIDE ST.

LAREDO, TEXAS

Phone 2614

---

COMPLIMENTS OF  
**STERLING SALES CO.**

AUTO PARTS & SUPPLIES



Phone 267

LAREDO,

TEXAS

GREETINGS TO ONE AND ALL!

**G. A. STOWERS FURN. CO.**

HECTOR G. COX, Mgr.

"BETTER HOME FURNISHERS"

LAREDO,

TEXAS

# Make Yourself at Home



## LAREDO COUNCIL No. 12 OFFICERS

Laredo Council Officers sitting at presiding desk in Council No. 12's new quarters: — Left to right, George J. Garza, Arturo Ramirez, Pres. Porfirio N. Flores, Felix Garcia Jr., Francisco J. Flores, and Vincent Pargola.

**George J. Garza**

Vice President General

"Make yourself at home," is one of the friendliest and most welcoming statements that can be made to a friend as he enters one's home, and certainly it should be taken verbatim by all friends of Lulac when Council No. 12 of Laredo expresses it as you enter its new home.

In October of the past year Council No. 12 moved from its well known home on Lincoln Street to its new home on the northeast corner of Davis and Hidalgo. Entrance to the home is well marked by the well-known over-hanging Lulac shield that symbolizes welcome to all Lulacs everywhere.

The gigantic task of remodeling the home to suit the needs and desires of the council was made possible through the expenditure of quite a sum of money and the combined efforts of the membership. The evolutionization of businessmen, lawyers, peace officers, teachers, ranchers, clerks, etc., into carpenters, electricians, plumbers, painters, architects, and other skill jobs was indeed remarkable. The only drawback was the failure of the council to make provisions for the awarding of a Purple Heart for pulled muscles, mashed thumbs, shocked anatomies, bruised shins, and other wounds received in the line of duty. But in spite of all casualties, sideline coaches, and Monday night quarterbacks, the home was finally put in A-1 condition, and the smug smiles of satisfied participants was a thing to marvel at.

The climax of this tremendous job was a combined housewarming and open house that was held for all

Lulacs, their ladies and friends. And what a housewarming it was. There was hot barbecue, a la Bro. Armando Villarreal, juicy and spicy with all the trimmings, cold drinks, music, fellowship, fun and frolic, and a general good time. Officers and members assumed the roles of waiters, bartenders, janitors, and general nuisances. The ladies were afforded such a good time and were so impressed with the aspects of the home that they immediately made plans to see that this second home of their other halves should have venetian blinds and curtains to give it a more homey effect.

Now, perhaps you are wondering just what makes up this new home that this council should be so proud and enthusiastic about it. You might say that it is divided into five divisions. The first is the meeting hall proper with textoned white walls, cello-texted white ceiling, rubber-tiled green floor. It is amply lighted with four chandeliers and well ventilated with eight large windows and two large ceiling fans. At the south end of the hall is an imposing executive desk where the officers officiate and along the walls are lined the arm chairs for the membership. The second division is a recreation hall wherein exponents of the billiard and pool games may indulge to their hearts content. The ceiling is cello-texted, the floor is linoleumed, the walls are white kem-toned, and all of it is lighted with two large three-tubed fluorescent lights. A divan is at one end where expectators may watch the players cavort. The third division is a room wherein domino and pen-

(cont. on next page)

LULAC NEWS



Make Y  
H

Left photo shows: Reyes C  
ning a "Pichon" to an eve  
shoot are: Edmundo G  
Villarreal and

Right photo shows: Artu  
turn, playing eight ball-  
Joe Gonzalez, Prof. Ram

Lower photo shows:—The  
piano, in one of Sunday  
Garcia not



ny-ante poker players may while away their time and still feel no ill after-effects. Then comes the lounge or library where non-poker, dominoe, or pool-players may sit around and expound on their favorite topic while sipping on a beer bottle or soda pop, or they may peruse through books or magazines, listen to the radio and daydream, or even take a catnap. The last division and perhaps the most popular is the snack bar where one may purchase beer, soda pops, pickled eggs, weiners, fritos, potatoe chips, gum, cigarettes, peanuts, etc. At the snack counter ready to administer to your every need one will find courteous and congenial Manuel Vargas who is general custodian of the Lulac





# Yourself at Home

Ortiz, Laredo Chaplain—run even 25. Watching the master Gonzalez, Paco Flores, John J. and Arturo Ramirez.

★  
Arturo Ramirez waiting for his ball.—Others in the picture are Ramon Estrada and Joe Ortiz.

★  
The Chief—taking his turn at the Monday morning's gatherings—(Max a note the bottle.)



Home. To this physical plant add a group of congenial and hospitable Lulacs who are ready and willing to make you feel at home and you have a place wherein reigns the true spirit of the Lulac motto.

Such then is the Council's new home of which we are so proud. Should this verbal picture fail to reveal to you a true vision of what it really is, drop in to see us on your next visit to our city. We will do our best to dispel your feeling of homesickness, and to instill a feeling of hospitable homeness. So with such a standing invitation, "light, enter and really MAKE YOURSELF AT HOME, Fellow Lulacs."



## B-B Dry Cleaners & Steam Laundry, Inc.

Telephones 21 and 22

Matamoros at Flores

R. J. BUFORD, Pres.

Office phone 777

LAREDO,

TEXAS

---

# Rodriguez Pipe & Steel Co.

LAREDO, TEXAS

---

DISTRIBUTORS & WHOLESALERS  
OF PIPE, STEEL & INDUSTRIAL CHEMICALS  
IMPORTERS - - - EXPORTERS

---

Phones 535 - 1392

P. O. Box 182

Night Phone 2173-J

1020 Maryland Ave.

---

**ANHEUSER-BUSCH**

# Budweiser

TRADE MARK REG. U. S. PAT. OFF.

S. N. JOHNSON, DISTRIBUTOR

LAREDO,

TEXAS

## MOLDING YOUNG AMERICANS

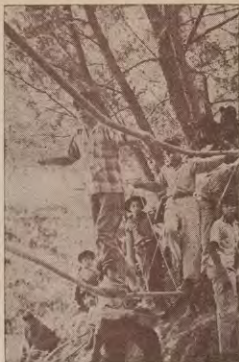
(cont. from preceding page)

portant is the fact that it is, and has been all along, a self-supporting organization. It has been acclaimed by civic, social, and ecclesiastical leaders of the city as one of the best mannered, best governed, and most active clubs of youths between the ages of 14 and 18. Among its many activities in which it takes part is its Sweet-Heart Presentation Ball held on St. Valentine's Day of each year; the sponsorship of teen-age softball teams and basketball teams in city league competition, parties for members graduating from the high school, and many other activities dealing with community and local projects.

Council No. 12 is a sponsor and one of the founders of the American Legion Junior Baseball League in Laredo, and today, after six years of continuous competition is one of four charter institutions still keeping it up. Each year at a cost of \$200.00 or more the council fields a team of 15 boys, and though it has to win its first championship, still has never fielded a team that placed lower than third. An average of four boys per year have been selected from the Junior Lulac team to the All-Star roster. Like the junior council, the first junior baseball team was organized and managed by Bro. George J. Garza, and since then has been managed efficiently by Bros. P. L. Flores, Arturo Villarreal, Aurelio (Borrado) Lopez, and Alex Moreno. No team in this league can boast of the attendance that the Lulac team attracts because of the staunch backing of the council.

The latest endeavor of the council in the youth field has been to subscribe financially to a scholarship fund, to which other civic organizations of the city have subscribed, in order that two graduating youths from the Laredo Junior College may continue through their next two years of school work in a senior college.

This then is the work of this council in the field of youth activities, and this in spite of the fact that the council does not necessarily consider itself an organization specifically dedicating itself to the youth



"The sunders of Tomorrow"—Members of Bro. Arturo Muñoz' Troop — Also sponsored by Council No. 12

work. However, the council does feel that the youth of today may be the backbone of the League tomorrow or the next day, and therefore strives in the best way that it can to help the youth so when put to the test it will not be found wanting. Man's greatest tribute and contribution to God and his country is the molding of the character of youths about him.

## BUY YOUR POLL TAX NOW

### E. SALINAS & BRO.

"LOS DOS LAREDOS"

Dobbs & Stetson Hats - Arrow Shirts  
Griffon & Worsted - Tex Clothes  
Florsheim & Packard Shoes



1119 ITURBIDE ST.

Phone 439

LAREDO, TEXAS

### PAINTS



Wholesale & Retail  
Acme Quality Paints  
Picture Framing - Wallpaper

### Laredo Paint & Paper Co.

EMMETT ADDISON, Owner



608 SALINAS AVE.

Phone 1267

LAREDO, TEXAS

CUMPLIMIENTO DE

# JULIAN M. TREVINO

ABARROTES AL MAYOREO

129 - Teléfonos - 888



LAREDO,

TEXAS

## Herring-Price Lumber Co.

EVERYTHING FOR THE BUILDER  
EVERYTHING FOR HOME REPAIRS



519 MARKET ST.

Phone 434

LAREDO, TEXAS

## GATEWAY LUMBER CO.

LUMBER & BUILDING MATERIAL

"Gateway Has It"

205 GUADALUPE ST.

P. O. Box 1459 - - Phones 2240 - 2241



LAREDO,

TEXAS

H. L. JACKSON

## ELIAS G. GARZA

Consultant in American and Mexican  
Immigration Matters

(Former U. S. Vice Consul)

Arreglo pasaportes para radicar y trabajar en  
Estados Unidos. Permisos para sirvientas, jornaleros  
y toda clase de asuntos administrativos concernientes  
a México y Estados Unidos.

1819 MATAMOROS ST.

Phone 2521-R

LAREDO, TEXAS

## CITY LUMBER COMPANY

Since 1899

SUPPLIERS FOR THE BUILDER & CONTRACTOR  
PITTSBURGH PAINTS



1502 WASHINGTON ST.

Phone 127

Laredo, Texas

Phone 128



George J. Garza in the "Great Out Doors" with Part of Four Units sponsored by Council No. 12. Members of Lulac sponsored Troop, "Learning by Doing".

Council No. 12 has never publicized itself as an organization specializing in youth work, nor has the council, perhaps, fully realized the tremendous amount of work it is doing in the youth field, but a review of past and present youth activities which it sponsors and maintains certainly establishes this council as the top organization in youth work in the city of Laredo. Oldest of this council's youth activities is the sponsorship of Boy Scout troops. For many years three troops were sponsored by the council, though one was



dropped the other two are still active and are among the oldest in tenure in the district. During 1945, when Bro. George J. Garza assumed the executiveship of the Laredo District, the council assumed the sponsorship of a third and fourth troop along with that of the first Explorer Senior Scout unit of the district. These five units have maintained an overall membership of between 125 to 175 boys each year and between 20 and 25 adult leaders in various capacities, or approximately 1/5 of the total Boy Scouts of the district. In summer camp competition, aquatic meets, advancement, and track events, Lulac troops of this council have emerged victorious over many other troops in the council area. In all community projects calling for Scouts' assistance the troops of this council are called upon because of their trustworthiness and willingness. Council No. 12 holds the distinction of being the only organization in the whole 9th region, comprising Texas, New Mexico, and Oklahoma, of sponsoring the largest number of units, and is reputed to be one of the top sponsors, if not the top sponsor from the standpoint of numbers, in the nation.

A lot of credit, if not all of it, for having this fame in the council is due Bro. Francisco J. Flores, past District Commissioner and now District Vice Chair-

man and member of the Executive Board; Bro. Arnulfo Zamora, ex-Scoutmaster and Chairman of the Leadership Training Committee; Bro. Antonio Moreno, Institutional Representative for the Lulac Council; Bro. George J. Garza, ex-Field Scout Executive for the Laredo District and now Post Advisor for the Explorer Post and member of the Leadership Training Committee; and to Bros. Arturo Muñoz, Alfredo Salinas, Homero Martínez, Francisco Placencia, Alfredo Munguía, Edward D. Garza, and others who as Scoutmasters have done the real field work.

Having no ladies council in Laredo, this council has been somewhat handicapped in the Girl Scout field, but through the efforts of Bro. P. L. Flores who is the founding president of the Girl Scout Association in Laredo, and now an Executive Board member, and of Bro. Antonio Moreno the council maintains a Girl Scout troop which is considered tops in Laredo.

In the Junior Lulac Council field, this council has the oldest junior council in continuous tenure, having begun its sixth year of operation in November of 1948. This council, which was organized and has been under the continuous sponsorship of Bro. George J. Garza, became shortly after its organization, a self-governed body and has continued to be so. What is more im-

## MOLDING YOUNG AMERICANS





COMPLIMENTS OF

**E. D. SALINAS**

LAREDO, TEXAS

PAST PRESIDENT GENERAL

---

**LAREDO IMPLEMENT CO.**

ISAURO MARTINEZ, Owner

509 MARKET ST.

LAREDO, TEXAS



CENTRIFUGAL PUMPS

POWER UNITS

FARMING IMPLEMENTS

---

**ROARK INSURANCE AGENCY**

L. P. BOTELLO, Owner

GENERAL INSURANCE

FIRE - AUTOMOBILE - HAIL - PLATE GLASS - TORNADO  
ACCIDENT - LIFE - COMPENSATION LIABILITY - BONDS



1210 Matamoros St.

Phone 751

Laredo, Texas

---

**PEPSI-  
COLA**

FULL SIZE  
BOTTLE  
REFRESHING  
SATISFYING

ASK YOUR GROCER FOR  
IN CARTONS OF SIX

**Manuel J. Rodriguez Co.**

San Bernardo and Victoria Sts.

Phones 789 and 820

Laredo, Texas

**7-UP**

FOR  
HOSPITAL -  
HOME USE

# LULAC-ISM

## *In Action*

Ike Martinez, Chairman

Educational Committee, Council No. 12



One of the greatest, yet least publicized, activities of the Laredo Lulac Council is its Adult Night School. This particular school though not unlike other schools of similar category does have a unique origin.

Some years ago at a session of the United States District Court for the Southern District of Texas in Laredo the pathetic situation of having about forty per cent of a group of American citizenship aspirants fail because of the lack of knowledge of English and citizenship was brought rather vividly to the attention of some Lulacs who were expectators at the time. The situation seemed even more pathetic when it was brought to light that no steps whatsoever were being taken to remedy the situation. There was no doubt in the minds of those Lulacs that here was a project deserving of investigation and activation by the council, and so it was that the matter was presented to Abelardo Salinas, the president of the council.

Forming himself into a one-man committee, Bro. Salinas' investigation netted him the information that the local public schools were suffering an acute teacher shortage, the private schools were overcrowded with students, and that the WPA night school which could handle the job was to be discontinued. However, luck was with the good intention of the council Educational Committee, for even though the WPA was closing its school, the district supervisor was desirous of having the project continued under the sponsorship of some local civic organization. The result was inevitable.—Council No. 12 became heir to the Night School. But all was not rosy, for inasmuch as the council had assumed the right to sponsor such a school, it had not inherited any of the physical facilities with which to conduct such a school.

The Educational Committee under the able guidance of Bro. Salinas faced the task of securing classrooms, books, janitorial service, and teachers without having any funds at their disposal. An appeal was made to the city schools and the county. Mr. J. C. Martin, president of the school board made available classrooms and janitor service, and Judge M. J. Raymond allocated \$35.00 monthly of Webb County funds to help defray teachers salaries. Other funds used to supplement teachers' salaries and other incidental expenses

of the school were to be gathered from a small tuition fee that was imposed upon the students.

With the above funds two regular public school teachers, Mrs. Gilberto Muñoz and Miss Elvira Saenz, who were more desirous of helping the under-privileged than of earning the meager salary, went to work on the first classes. Shortly afterward, Miss Hermelinda Ochoa, headteacher of one of ward schools and now supervising principal, joined the staff as teacher and supervisor. Through the efforts of Rev. Father Tomas Enrique Lozano, pastor in Nuevo Laredo, Mexico, and chaplain of Council No. 12, a large number of more classes and the hiring of more teachers. Classes were divided into primary and advanced classes with the teachers using visual aids and other methods found adaptable for the students. These classes met two hours per night for three nights a week, and at the end of a regular term each student was presented with a report card showing his progress in school and the hours taught. Such was the success of the school that in 1946, over 200 persons were availing themselves of this education.

Shortly after the organization of the above school in English, a citizenship class was started for the express purpose of preparing citizenship aspirants. Tuition for this class was free, but one requirement was that the student must be able to speak English. The class was started just prior to the convening of the federal court and allowed approximately 36 hours of instruction. Students for this class were recruited from persons whose names had been turned over to the council by the U. S. Immigration and Naturalization office at Laredo. The net result of this endeavor was a one hundred per cent successful completion of citizenship examinations by the class, and this outstanding feat attracted the attention of the U. S. Immigration and Naturalization office at San Antonio. Mr. Howell A. Burnett, Educational Officer of the office was sent to Laredo to place before the council a plan for expanding the citizenship classes and making available the text books recommended by the government for

Continued on next page

**EDUARDO GUTIERREZ & BROS.**

FANCY & STAPLE GROCERIES  
STORE No. 1  
1719 STA. URSULA ST.



STORE No. 2  
1719 LINCOLN ST.  
"Been At It Forty Years"

**AMANDO VILLARREAL & SONS.**

VEGETABLE GROWERS  
CATTLE FEEDERS AND  
BREEDERS OF REGISTERED  
HEREFORDS



516 LINCOLN ST. LAREDO, TEXAS

**KAWAS SHOE STORE**

EL PALACIO DE HIERRO



WHOLESALE and RETAIL  
1207 HIDALGO ST.

Phone 451 LAREDO, TEXAS

COMPLIMENTS OF  
**IKE MARTINEZ**  
LAREDO, TEXAS  
"YOUR SINCLAIR AGENT"



TRADE WHERE YOU SEE

THE



SIGN

**URIBE'S SERVICE STATION**

CELSO URIBE, Manager

The Best Lubrication Equipment in Laredo



919 San  
Bernardo  
Ave.



Texas  
Laredo.

**JORGE E. RAMIREZ**

DISTRIBUTORS OF

**CURTISS FINE FOODS**

Makers of - Baby Ruth - Butter Fingers  
Candies and Cookies



917 LINCOLN ST.

Phone 391 LAREDO, TEXAS

**H. B. Zachry**

GENERAL CONTRACTOR



LAREDO,

TEXAS

## LULAC-ISM

(cont. from preceding page)

citizenship training. The council is greatly indebted to the U. S. Immigration and Naturalization office for its help in creating and maintaining its citizenship classes. To date over half a dozen citizenship classes have been organized, instructed, and guided through successful examinations for citizenship without a single failure. This record is a tribute to the organizers of the classes, the teachers, and the council as a whole.

The school even expanded into a Spanish department where conversational Spanish was taught to all interested, but with the return of peace to the world, the moving of transit workers, the organization of similar classes in Nuevo Laredo, the coming of the G. I. Bill of Rights, and the establishment of a Laredo Junior College, the regular English classes have diminished somewhat, but the citizenship classes are even greater. Furthermore, these classes have now assumed extra-curricular activities, going into the sport and social fields. Dances, piñatas, and other parties, as well as basketball form part of their curriculum. The school now does not have the scholastic proportions of the war years, but it certainly has surpassed all previous proportions from the standpoint of curriculum.

What this Adult Night School has meant to the Council matters but little compared to what it has meant to several persons who received something they thought was beyond their means and ability. Persons between the ages of 16 and 60 can now look forward to a brighter future because of this school, and in the future many others will be able to do so, for Council No. 12 intends to see that such a school is maintained so long as there are those who desire to help themselves through the acquisition of the English language and fundamentals of their government. In maintaining such a school the council carries out the dictates of the League and its own sincere and well established conviction that education is the fountain from whence emerges the understanding, the sympathy, and the goodwill that will make a truly great and democratic America.

### Pan American Music Co.

★  
"THE MUSIC HOUSE OF LAREDO"  
EVERYTHING MUSICAL

★  
Records - Automatic Phonographs  
Radio Repairs - Complete Service  
Phone 2523

413 SAN AGUSTIN

# LUMBER

CALL 3010

FOR

"EVERY BUILDING NEED"



- LUMBER
- HARDWARE
- WALLPAPER
- WALL BOARDS
- PAINT
- GLASS
- ROOFING
- INSULATION



LAREDO LUMBER & SUPPLY CO.

Jack Foster, Mgr.

300 Market St. Laredo, Texas

## CITY ICE CO.

# ICE



For your  
Commercial  
or  
Domestic  
Needs



Phone 3013

320 Market St. Laredo, Texas

# Texas Harvest Hat Company



IMPORTERS AND MANUFACTURERS

"TEXAS HATS SHADES THE NATION"



LAREDO,

TEXAS

---

# Mexican Products Company



IMPORTERS AND EXPORTERS

- GARLIC
- BASKETS
- RUSTIC FURNITURE
- POTTERY
- GLASSWARE
- NOVELTIES



LAREDO,

TEXAS



# EMBRYONIC LULACS

Armando Ayala, President.  
Laredo Junior Lulac Council.

It has been claimed by those who know that children are able to remember from a very early stage, and I am inclined to agree because it seems to me that the term Lulac has had a familiar ring for me that dates back to fashionable tricornered ensemble that is associated with babies. Of course, at the time, and for some years thereafter, I had no idea what the term stood for, but such was its popularity that it stuck in my mind along with a desire to someday explore its magnetic attraction.

Along in November, 1943, while I was a very fresh freshman in Martin High School, a young professor of social science and mechanical drawing who was a newcomer to Laredo, again made the term Lulac ring a familiar chord when he announced the anticipated organization of a junior Lulac council. Needless to say, all the curiosity that had been built within me in regard to the term Lulac as well as in others was manifested in the spontaneous response to a called meeting.

We met one afternoon after school in one of the study halls and sat down to listen to what we believed to be the simplest and most enlightening explanation of an organization. We learned what the term Lulac meant and how it was made up of the initial letters of the organization's name. We learned

the history of how and why Lulac was organized; its Aims and Purposes; its Code; why it was necessary; what we could do in our own small way to extend the work of Lulac, and the benefits that we would personally derive from actual participation. Well, to make a long but interesting story short, the sincerity, enthusiasm, and inspiration of this young man were overwhelming and the 20-odd boys assembled signed as one to join the council.

Once he had us in his tender clutches there was no letting of grass grow under our feet. Within one week the council was operating under a set of temporary officers elected by popular vote, and a committee, working under the alert and very legal guidance of our sponsor, had drawn up a constitution, which to this day has been amended only three times. Within still another week, our slate of officers under the constitution which had been unanimously approved, had been elected and we were well on our way in what has proved to be one of the happiest, most interesting, and most instructive phases of our young lives.

Our constitution, which is the basis for all our activities, leaves nothing to be desired. It has a preamble and provides for officers, a club sweetheart, permanent committees, club flower, colors, motto, pray-

## Piggly Wiggly Stores

- ★
- Fancy & Staple Groceries
- Crispy Cold Vegetables
- Gov. Inspected Meats
- Beer
- Fruits

★  
**RAMIREZ CASH STORE**  
919 Lincoln Street  
Phone 642

- ★
- U. S. Gov. Inspected Meats
- Quality Groceries
- Fruits
- Vegetables
- Frozen Fruits

★  
**PIGGLY WIGGLY**  
800 Guadalupe Street  
Phone 531

## EMBRYONIC LULACS

er, song, membership capacity, qualifications of members and officers, dues, meeting dates and time, self-discipline, and constitutional and by-laws amendments. Our officers are elected for terms of six months except the sweetheart who is elected for a year's term, and no officer may be elected to the same office for two consecutive terms. Included in our roster of officers, which is the same as that of a senior council, is a Judge whose job is to hear cases against any member who is guilty of infraction of council rules. The offender is notified of the charge and trial date well in advance so that he can secure the services of one fellow member to act as his defense lawyer. At the trial a jury of six members is convened and the person making the charge acts as prosecutor. If the offender is found guilty the judge may impose one of several sentences provided for in the constitution such as reprimands, small fines, temporary suspension, or permanent suspension. This whole procedure is accepted by the membership in the spirit that it implies and no hard feelings are evidenced.

During the course of our history we have had the opportunity of participating in quite a number of community situations which have given us an insight into conditions about us. During the wave of juvenile delinquency, this council was honored with equal representation in a central committee made up of civic organiza-

tions' representatives of Laredo entrusted with the job of alleviating conditions for the youth of our city. The council has also participated in many other community projects such as Red Cross and Community Chest Drives, a city beautification project, and assisting in the projects of other organizations.

In regard to the work carried on in the regular weekly meetings, we feel proud of the fact that our many visitors have graciously complimented us and our parent organization in the seriousness of purpose and the efficient manner of carrying out our rituals. Our regular business part of the meeting is carried out according to the ritual of the senior Lulac councils, and all matters bearing on Lulac work as a whole or with our own individual council projects is thoroughly discussed by all members. We encourage participation by all in the discussions in order to promote fluency in English and expression. With the conclusion of our regular business meeting, a program furnished by the members themselves is carried out. Our programs include musical numbers, dramatizations, quiz programs, speakers, refreshments, and others. The same type of program is never repeated. Many of our meetings are held out of doors and may be over-night outings, picnics, weiner roast, or splash parties. Our public social functions are more or less limited to four for the year.

Our standing social function of the year is our  
(cont. on next page)

### STATEMENT OF THE CONDITION OF THE UNION NATIONAL BANK OF LAREDO

AT THE CLOSE OF BUSINESS DECEMBER 31, 1948

RESOURCES		LIABILITIES	
Loans and Discounts	\$2,045,206.49	Capital Stock	\$ 100,000.00
Banking House	40,000.00	Surplus	200,000.00
Furniture and Fixtures	12,000.00	Undivided Profits	100,000.00
Stock in Federal Reserve Bank	9,000.00	Reserves for Taxes,	
Municipal Bonds	320,700.00	Insurance, etc.	23,758.73
Other Assets	3,570.17	Reserve for Dividend	4,000.00
QUICK ASSETS:		DEPOSITS	7,805,334.57
U. S. Government			
Bonds	\$3,074,000.00		
Cash & Due			
from Banks	2,728,616.64		
	<u>5,802,616.64</u>		
	\$8,233,093.30		<u>\$8,233,093.30</u>

#### Officers:

ED S. RUSSELL, President  
 IKE HIRSCH, Vice-President  
 FLORENCIO GUTIERREZ, Vice-President  
 J. N. TAYLOR, Vice-President  
 WINIFRED SCOFFIELD, Cashier  
 JOSE L. MARTINEZ, Asst. Cashier  
 FELIX GARCIA, JR., Asst. Cashier

#### Directors:

ED S. RUSSELL  
 IKE HIRSCH  
 P. H. STANFORD  
 ED MANN  
 J. O. WALKER  
 ALBERT MARTIN  
 W. T. KILLAM  
 JOSE A. GUTIERREZ  
 S. N. JOHNSON

Member Federal Deposit Insurance Corporation

## EMBRYOMIC LULACS

(cont. from preceding page)

Sweetheart Presentation Ball held each February 14th. At this event we present our Club Sweetheart for the first time even though she has been elected since December. The highlight is the crowning of the new sweetheart by the outgoing one who in turn receives an appreciation gift from the council. This ball is attended by all members, their ladies and invited friends, representatives of other organizations, and our parent organization. A period of relaxed enjoyment is assured all who attend by a good dance orchestra, soft cord drinks, and an enjoyable floor show.

A second event is our annual Graduation Dinner or Party honoring all members of our council who are May graduates of high school and their parents. Still another event is our annual Back To School Dance held in late summer to raise funds for our February social. The final social event is the annual council party that our sponsor so graciously tenders us each spring. We eagerly look forward to it each year, and as yet have to be disappointed.

I could go on and on until volumes had been written about our council. Since its inception, this council has thrived on the enthusiasm of its membership and its sponsor. Even when things were slow and dragging, our sponsor has been able to inject us with the determination and enthusiasm to go on to greater heights. There are several things of which we can satisfactorily boast. One of these is that our council has not lapsed once since its inception in 1943. Another is that our founding sponsor is still with us and this inspite of his many added duties and responsibilities. And a third is the fact that in all our history we have been a self-sustaining organization, and a well-disciplined self-governed body. Our sponsor instructed us well and trusted us with the responsibility of running our own affairs. Through his able guidance, advice, and understanding nature we have been able to carry out his wishes.

The maintaining of this council has been no easy task, yet it has been lots of fun and certainly a never-to-be-forgotten experience for all of us. We have learned and we have profited from this experience, and today all over 300 boys, past and present members, are better men for all of it. In view of this tremendous work it is only fitting and proper for me to express the appreciation of Junior Lulacs, past and present, to our parent council, Council No. 12, who gave us the privilege to

be Junior Lulacs, and to our founding sponsor, and still sponsor, George J. Garza, or "Prof" as we affectionately call him, on whose shoulders has fallen all the work. Never has he shirked his duty toward us, and never has he fallen short when we needed him. To us, "Prof" is our inspiration and guiding light, and I can safely state without fear of contradictions from any one that all Junior Lulacs in Laredo will follow wherever he leads and no questions will be asked. To a man who has proved his caliber to us; for whom nothing seems impossible; who has an idea for every situation; and who is never too busy or feels too important to stop and discuss a vital question, listen to a joke or a hard luck story, or help with money to advice, the way to our youthful appreciation, respect, an affection is open.

If what I have stated above is true now or potentially true in the work of Lulac, then I say, "Thank God for Lulac."

### JACK GUERRA MOTORS



- OLDSMOBILE
- CADILLAC

"If Your Car Won't Start Call Us"



919 MATAMOROS ST.

Phone 2564

LAREDO, TEXAS

### Garcia Typewriter Company

LUCAS GARCIA



OFFICE FURNITURE & MACHINES

1217 LINCOLN ST.



Phone 2422

LAREDO, TEXAS

### FLOWERS



SMART FLOWER STYLING  
FLOWERS-BY-WIRE



### REYNA FLORISTS

515 MATAMOROS ST. LAREDO, TEXAS

Get on the  
"BRAND"  
wagon



President General Raoul A. Cortez still dynamically enthusiastic after a gruelling six month in office with six more to go. More power to you.

• •

President Joe Castañuela of the San Antonio Council quite the executive type at the December meeting with his distinguished cigarette holder. You can smoke them shorter that way.

• •

Regional Governor John J. Herrera of Houston still the modest type by not reserving over two thirds of his conversation to the inevitable pronoun "I".

• •

The Laredo delegation still running true to form: Bro. Zamora ever thirsty, Bro. Garza always hungry, and Bro. Flores very sleepy.

• •

Past President General Lozano endearing himself to the assembly at the San Antonio council's initiation by the brevity of his speech. Take heed and profit, extempore speakers.

• •

Bro. Eustolio Benavides, Jr., of Laredo typifying true Lulac-ism by shedding his blood for the council. Wonder why he did not give it to the blood bank.

# RICHTER'S



"EL PRECIO FIJO"

— Laredo's Leading Department Store —

LAREDO,

TEXAS

Compliments of

## Montgomery Ward & Co.

RETAIL STORE

1120 FARRAGUT ST.

LAREDO,

TEXAS

Compliments of

## JAMES MOORE & CO.

Established in 1893

Wholesale Grocers - Fruits & Produce

IMPORTERS - - EXPORTERS

LAREDO,

TEXAS

EXPORTS - - IMPORTS

## JOVITA PEREZ

SPECIALISTS

IN INTERNATIONAL TRAFFIC  
CONSULTATIONS - REPRESENTATIONS

LICENSED

U. S. CUSTOMS BROKER

P. O. Box 328

P. O. Box 673

Brownsville, Tex. - - - Laredo, Tex.

## I. ALEXANDER

- Steinbloch & Kuppenheimer Clothes
- Edwin Clapp Walkover and Crosby Shoes
- Stetson - Mallory and Resistol Hats
- Arrow Shirts
- Arrow Sport Shirts and Underwear

ONE OF LAREDO'S LARGEST & BEST  
MEN'S & YOUNG MEN'S STORES

416 FLORES AVE.

LAREDO,

TEXAS



# Mongrelization on the March

It will be remembered that in the last school election that the Negroes teamed up with the Mexicans, to elect our good friend who now is on the school board, Mr. Gus Garcia. And it will also be remembered that it was the very laxity of the anglo-saxons in taking part in our COUNTY elections, that caused Mr. Garcia's election. Later on another example of the laxity played by the anglo-saxon citizens of this CITY, caused the election of a Negro to the Junior College Board. In both elections the Mexicans and Negroes, through their team-work beat the anglo-saxon candidates. Neighbors, don't you think it's about time that you one and all take a bit of interest in our City and County, elections? Or do you get a KICK out of raising hell about what your elected officials do when you stay away from the POLLS and ask your neighbor to look after your FAMILY'S welfare?

Perhaps I could explain all this confusion of the School Boards, edict about the abolishment of Sororities in our schools, this way,—If you Fathers and Mothers, are so busy that by your absence on election day you do not VOTE and allow the election of someone distasteful thereafter—then don't squawk—because its YOUR FAULT!!

Now since we are living in a much changed COUNTRY, since the year 1932 and many sundry

social schemes are advanced each year under one guise or another, did it ever occur to you that said edict aforesaid might be another step in our National Mongrelization program? And had you noticed that little by little your time honored LIBERTIES were being curtailed in one way or another under many excuses that seem to carry the necessary propaganda to satisfy the gullible masses. Did it ever occur to you that soon you might be confined in a concentration camp as political prisoners, all because YOU refuse to exercise your Constitutional Rights as citizens, of this great Country, and go to the polls on election day and VOTE to safeguard our heritage. Citizens, if you never gave serious thought to the above stated—it is high time!! As minorities of every hue and stripe are working day and night to STRIP you and me of our precious LIBERTIES, Permit me to warn YOU take cognizance of what is happening all about YOU then exercise your prerogative at the POLLS on election day and avoid the minority ruling the majority. Too many elected public officials think they are our MASTERS when WE elect them as our SERVANTS.

The Southern Star

Editor's Note: The above is the "purest" expression of the Hitlerian ideology of the master race. The hate-monger who wrote it has evidently never heard of America being "the melting pot of the World." He would never be able to know or recognize the teachings of Christianity nor the basic principles of our Democracy even if they were to hit him between the eyes. He evidently has never heard of Washington's prayer: "...fashion into ONE united people the MULTITUDES brought hither out of MANY kindreds and tongues" and would never subscribe to the idea and ideal of "...ONE NATION INDIVISIBLE WITH LIBERTY AND JUSTICE FOR ALL". In other words he is just a Nazi and ought to be where Hitler is now.



LULAC NEWS

# City of Laredo

- ★ Gateway to Mexico
- ★ Home of the Bermuda Onion
- ★ Most Progressive City on the Mexican Border

Direct Route by - - -

Air, Rail or Highway to Monterrey, Saltillo,  
Ciudad Victoria and Mexico City  
NEW \$8,000,000.00 AIRPORT OPEN

HUGH S. CLUCK, MAYOR



James Haynes, City Secretary

G. P. Farias, Tax Collector

D. O. Gallagher, Chief of Police

Joe Moser, Tax Assessor

R. J. Benavides, Treasurer

Franky Hill, City Attorney

---

## Texas Mining & Smelting Division of National Lead Company

Makers of Antimony and Antimony Oxide

Extends

Congratulations to Laredo Lulac Council No. 12 for your  
outstanding work in 1948 and best wishes for the coming

Lulac year



A LAREDO INDUSTRY

# The Laredo National Bank

LAREDO, TEXAS

Statement of Condition at the Close of Business

Dec. 31, 1948

## RESOURCES

Loans and Discounts		\$ 2,579,421.48
Banking House		30,000.00
Furniture and Fixtures		20,000.00
Other Real Estate		1.00
Foreign Exchange		2,996.83
Other Assets		11,236.25
Customers Liability a/c Letters of Credit		236,540.95
Federal Reserve Bank Stock		17,000.00
QUICK ASSETS:		
U. S. Government and Other		
Bonds and Securities	7,989,737.01	
Cash and Due from Banks	5,838,129.15	13,827,866.16
	<b>TOTAL</b>	<b>\$ 16,725,062.67</b>

## LIABILITIES

CAPITAL ACCOUNTS:		
Capital Stock	350,000.00	
Surplus	222,160.00	
Undivided Profits	104,579.27	676,679.27
Reserve for Taxes		40,393.31
Reserve for Dividend payable Jan. 3, 1949		14,000.00
Letters of Credit Executed for Customers		236,540.95
DEPOSITS:		
Banks	1,202,204.38	
Individuals	14,555,244.76	15,757,449.14
	<b>TOTAL</b>	<b>\$ 16,725,062.67</b>

All Bonds and Securities carried at par or less

## OFFICERS

PAYNE BRISCOE

President

R. J. BENAVIDES  
Vice-President

P. W. BUTTRON  
Vice-President

RAMIRO SANCHEZ  
Cashier

A. R. VELA  
Asst. Vice-President

L. J. CARDENAS  
Asst. Cashier

LUIS F. MARTINEZ  
Asst. Cashier

## DIRECTORS

PAYNE BRISCOE  
President

J. W. BERETTA  
President, First National  
Bank, San Antonio, Tex.

JAMES HAYNES  
Secretary, City of Laredo.  
Laredo, Texas

MAX A. MANDEL  
Mann and Mandel  
Attorneys

J. C. MARTIN  
Rancher

HARRY E. SAMES  
Sames Motor Co.

DAN SANCHEZ  
Oil Products

GEORGE W. SPENCE  
Laredo Theatres

L. G. ALEXANDER

I. Alexander,  
Clothier and Furnisher

MAURICE M. ALEXANDER  
Rancher

R. J. BENAVIDES  
Vice-President