



LULAC NEWS



ISSUED MONTHLY

VOL. 1

SAN ANTONIO, TEXAS, OCTOBER, 1931

NO. 3

ON TO WASHINGTON!



U. S. CAPITOL, Washington, D. C.

Where segregation difficulties will receive conscionable
decision.

"ALL FOR ONE AND ONE FOR ALL"

LEAGUE OF UNITED LATIN AMERICAN CITIZENS.

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LULAC NEWS

ISSUED MONTHLY



Editorial

Another month has passed since our last issue and it has been a LULAC month.

Intense activity has been displayed by the majority of the councils in a keen competition to outdo each other, and rise the necessary funds for the Del Rio Segregation case as the date for the hearing at Washington draws near.

Now it is a Dance at Riviera, a Baseball game at Corpus Christi, a dance at San Antonio, meetings, interviews, personal solicitation and benefits in every form, are the note of the day from LULAC land for the sake of the cause whose success or failure will shape the Destiny of the Latin-American Youth. From present indications we will go over the top financially before the date of the Case which is not far off.

Three able and intelligent men will

plead our case in Washington, and while the outlook is very optimistic, we should not overlook the powerful Counsel that will represent the other side. Many unforeseen things will arise and other matters and interest will be carefully weighed before the judges give their decision. However, nothing but justice can be expected from the highest tribunal in the land and it is justice we will get.

In the meantime let us redouble our efforts in the campaign for funds. Do not give up till the very last day. And then after the case let us strive for more Councils, more members. The urge for the unity of our people is appalling. It is not merely an honor or privilege to be a member of L. U. L. A. C., but it is the duty of Every American Citizen of Mexican Extraction to join it.

F. VALENCIA, Editor.



Think!

THINK — Communities large and small the State over, are constantly increasing their dependence on the work of LULAC and the upbuiding of our race.

THINK of that, Mr. Lulacker every morning when you start your day's work.

THINK of the Communities that are not in the fold of LULAC.

THINK — of your obligation to the members of our race that are native born Americans, and their most pressing problem, "segregation".

It is your duty to them, as well

as your own Council and to yourself, to place the facts before them.

THINK — of what you can accomplish by doing so. Through the assimilation of these classes in the American melting pot, which your service will eventually make possible not only to our race, but to mankind.

THINK! — Yours is a tremendous opportunity. Think!

THINK — that this organization is overcoming all obstacles, why?

Because we have manpower in this organization, and the right kind.

Respectfully Yours,

HENRY CASAMAR.

Forward to Washington!

By Tomas A. Garza.
Associate Editor.

SIX HUNDRED THOUSAND pair of eyes are fixed on the Supreme Court of United States. Six Hundred Thousand Hearts beat steadfastly and cherish an everlasting Hope that proper Justice will be given the Del Rio School Segregation Case. Six Hundred Thousand Souls embodied in six hundred thousand persons anxiously await the dawn our esteemed and most worthy representatives will present the Facts before the highest tribunal of Justice in the "land of the free and the home of the brave".

Mr. J. M. Dodson, representing the "Comité Pro-Defensa Escolar" of Del Rio, and the L. U. L. A. C. Mr. Manuel C. González, President General of the League of United Latin American Citizens and representing the League Mr. George M. Mayer, representing the San Antonio Council No. 2 of the League. "ALL FOR ONE AND ONE FOR ALL" filled with the sublime spirit of LULAC and armed with intelligence, knowledge, and thorough understanding of the critical conditions that exist. These three Missionaries of Justice will journey far to the East to the Shrine of the nations' Justice where a "CASE" has been given birth which is of paramount importance to the Latin Race and which involves a huge principle. Like the three Wisemen who journeyed to Bethlehem, where a Devine Creator of Man and Earth was given Birth, these gentlemen will go to represent our Cause.

In these Gentlemen we have placed our utmost confidence and trust. Because of their unquestioned ability; because of their undivided interest in this case; because of their worthy and well proven merits; Because of their unblemished Character and noble past records, they have been selected to go before the noble and high minded Magistrates of the Supreme Court in Washington and place before them the ACTUAL FACTS. They will compare the FACTS and then the Court will weigh the evidence, draw a conclusion, and we can rest assured that our Government will not lack the power to act and carry out the decision of this Court to the full extent of the Law.

FORWARD TO WASHINGTON. Forward for that sublime Cause. The great March of Human Progress among the Latin Race has started. To claim that God-given Right of self-preservation, equal education and to abolish once and for all illegal segregation. To erase all Racial hatred. To maintain and foster Peace, Unity, Progress, Prosperity all under the mantle of intelligence. To brush away those dark clouds that are hovering over us so that the mellow sunshine can fill our hearts and ease our conscience.

It is better for us the living to be dedicated to this task and that from this task we take increased devotion with one object in mind. A GREATER AND BETTER AMERICA FOR AMERICANS.

All Aboard!

LULAC is the water of progress that runs into the ever flowing stream of finer citizenship.

Our citizens are rapidly being convinced of the unselfish and sacrificial efforts on the part of several of our outstanding members towards laying a strong and everlasting foundation for the building of LULAC to proportions even now undreamed.

One or two Councils may appear to be inactive and dormant, but with all this incessant activity of the League going on in one form or another, throughout the State, it is not possible for anyone to long remain sleeping; when the real call is made and when a concerted movement is started in line with those al-

ready at the helm of the ship of real accomplishment — soon this new boat of action will steer us through the stormy waters of indifference and procrastination to the cherished port of lofty Lulac Ideals.

Latin-American Citizens! — man the only boat that will safely carry you from the mid-ocean of stagnant waters to the happy and illuminating shores of real progress. To be a good sailor you must learn the rules of seamanship and work hard; in that way you don't have to go with the wind; you can sail with the wind or sail against it, as your will and courage commands.

LULAC is your only means of safe and quick transportation.

M. C. GONZALES

THE
San Antonio Council
United Latin-American Citizens

Cordially invites
you to join their
✻ ranks. ✻

Meets every Fri-
day at eight P. M.
International Ins-
titute. ✻ You
will be welcome.

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UNITED LATIN AMERICAN CITIZENS

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F. VALENCIA,
Editor

210 Hicks Bldg. Phone Cr. 5860
SAN ANTONIO, TEXAS

ASSOCIATE EDITORS:

Thomas A. Garza, - San Antonio, Texas
Henry Cañamar - San Antonio, Texas
N. Aguilar - San Antonio, Texas

Note: Address all communications and advertisements to F. Valencia, 210 Hicks Bldg., San Antonio, Texas and all Social and Sport activities to Thomas A. Garza, 107 Arkansas Ave., San Antonio, Texas.

Food for Thought

By Tomás A. Garza

Since we are all striving to better the standing of our Race and to obtain the lofty heights that we feel we justly deserve, since we are striving to erase all ill feelings and prejudice that is held by some of the people of other Races toward us, since Education is the best medium which we can use to arrive at our climax, why not start at home? It stands to reason that we have to learn to crawl before we can run. The sooner we shall have that victory crown, our arms, and our achievements will be recognized as worthy ones.

It has always been a characteristic trait of the proud Race that we descend from to be high spirited, emotional, proud, and in some cases vanity has a tendency to dominate the better part of ourselves. "Pride comes before Downfall" is an old saying and very true in all respects, and if vanity is included then there is no further question. Vanity is the surest way to destroy character. It is extremely tragic but it is the Gospel truth, how some of us Humans work for years in an effort to build up

a strong, sturdy, good character and when we are recognized as thus our pride turns into vanity, (commonly speaking it goes to our head) and the decline is so sure, yet so unnoticeable by the party concerned, that its bitterness is often revealed when it is too late to remedy this, for the only way to remedy an occasion like this is to begin to build anew that fine character which took years of work to bring to the front and be recognized as we built it. Alas, how long it takes us to come to LIGHT and how extremely fast we can FADE away into obscurity unless we take extreme care.

It has often been said that "Reputation can not be stored, it leaves when you cease to earn it". Once we have reached the top of the ladder of success we must work to maintain these heights and this standing. It is true that the top is not as crowded as the bottom but it is "shaky". "Public Opinion" that is found at the bottom of the ladder of Success is liable to misinterpret your actions at the top and if while at the top one becomes boastful, proud, and vain, if he is inclined to think only of his or herself, I, first person singular, those who are at the bottom of the ladder will cease to support that ladder which the individual is so gallantly perched upon. When the support is pulled out from under any object it is doomed to fall. Only by a miracle will it stand.

After all "Success does not come by accident. It must have a purpose for which we strive hard to obtain". The harder the battle the greater the Victory. Our purpose is beyond any shadow of doubt a most worthy one. The success of our League depends on the work of our mem-

LULAC

(Dedicado respetuosamente al Concilio Supremo de la Liga de Ciudadanos Unidos Latino-Americanos)

Templo de la virtud, sol espartano de Cívica, el honor glorificado, Magnífica expansión del ciudadano Ejemplo por los hechos coronado.

Quién soy para cantarte entusias- (mado?)

Un tipo del ideal en la razón, Que naciera en un suelo immaculado Conforme a los delirios de Colón.

Porque a mi fé, tu estrella immacu- Refleja claramente los anhelos (lada Que soñara una raza conquistada En tiempos de los indios, mis abuelos.

Y esa raza de noble proceder, Unica reina en la región indiana; No tubo más ejemplo que el deber, Y esclava del deber, fué soberana.

Por eso en tu obra mi esperanza li- Y ciudadanos nos toca recordar; (bro, Que los héroes no miden el peligro

Y los hombres, no pierden sin luchar. Que esa lucha pequeña no os asom-

(bre, Porque el hombre nació para vencer; Y si el honor de una joven, es un hom- (bre, en el hombre, el honor, es un deber.

Que de Cuauhtémoc, el noble des- (cendiente,

Nacido en este suelo satisfecho; Se sienta un ciudadano inteligente, Conforme a esta ley en el derecho.

Y que es gloria legada por aquellas, almas templadas de la raza indiana: Se refleje en las fúlgidas estrellas, De esta hermosa Bandera Americana.

Y adelante bandera sacro-santa, Soldados favoritos con la diestra Cultivad de la cívica la plata, En este suelo de la Patria nuestra.

Y que mañana, trinando el ruiseñor, Diga en la selva, su mansión de gloria, Oh, Hidalgo, admiro tu valor, Oh, Washington, bendigo tu memoria.

MARGIL LOPEZ

Food for Thought

CONTINUATION

bers, individually and as a whole, but while working individually we must always keep in mind our League as a Unity, not our person as one only. "He that is greatest of all, serves all", without any preference to any one individual, much less he or herself.

Last but not least, "We owe the grandeur of our Lives to our tremendous difficulties". The League of United Latin American Citizens has had its difficulties in the past and has very masterfully overcome them. We have more interesting difficulties ahead of us which keeps our work constantly going on. As long as there are humans on this Earth there will be Humanity and as long as we are working for Humanity there will be work in store for us indefinitely. The most important of our work

Roll of Honor

Contributions received as per quota of \$45.00 assessed each Council at the Kingsville Convention.

1—Falfurrias	Council	No. 11	\$63.38
2—Eagle Pass	"	No. 19	15.20
3—San Angelo	"	No. 27	9.00
4—San Antonio	"	No. 2	124.35
5—Sonora	"	No. 29	28.00
6—Hebbronville	"	No. 23	45.00
7—San Diego	"	No. 15	45.00
8—Sarita	"	No. 25	45.00
9—Encino	"	No. 7	5.00

Total \$379.93

By Mr. Nerios, Secty., Contri-
bution of W. O. W. Camp. 3632
George West, Texas. 5.00

Total \$384.93

Received previous to Kingsville
Convention \$715.71

Total Received \$1100.64

at this present time is the School Segregation Case. LET'S ALL GET TOGETHER AND PUSH IT OVER ONE HUNDRED PER CENT.

Honorary Member

In recognition of the splendid service rendered the San Antonio Council and the L. U. L. A. C., and in token of appreciation, Mr. Cruz Lozano, president of the Apache Packing Co., of San Antonio was made HONORARY MEMBER of the San Antonio Council.

It was at Mr. Lozano's Plant that the big meeting was held by the S. A. Council and a contribution of \$124.35 was obtained. Largely through his cooperation and assistance it is possible to have Mr. George M. Mayer represent the San Antonio Council.

Honorable Mention

SARITA COUNCIL: In justice to the Sarita Council, it is but proper that honorable mention be given it in these columns. The Sarita Council is a small one, but is very active and hard-workers. Recently it sent in its Segregation Fund quota of \$45.00, of which \$15.00 was obtained from a Dance given at Rivera, Texas. The balance of \$30.00 was collected from the different members that form the Council.

Mr. Margil López, who unfortunately is blind, is President of the Council. Mr. López is author of the Poem in Spanish

MRS. ANTONIO CASTAÑO:

Mr. Antonio Castaño, as stated in last month's Lulac News eliciting Contributions for the Del Río School Segregation Fund. However in this work he has been ably assisted by Mrs. Castaño. Mrs. Castaño has been working very hard in this matter and is still soliciting funds for the Segregation Case. Happily she has been very successful.

"LULAC" which appears in this issue.

SOCIAL GROUPS COOPERATE

The San Antonio Council's Benefit Dance. Organized Latin American youth of San Antonio as represented by the following social groups lent to San Antonio Council a hand on the occasion of its benefit dance on October 11th this making possible the success of the Dance. The following clubs bought tickets readily, cooperated and were well represented at the Dance: Circulo Social Chapultepec, Ideal Club, Club Loma Linda, Tuesday Night Club, Modern Maids Club, Lucky Star Club, Kollegiate Koods Klub, The What Next Club.

The Club Femenino Orquídea is preparing a Bunco Dansant for October 28th.

The Dance was held at the Labor Temple at 8 P. M. The Dance Program Committee included Messrs: Mauro Machado, Chairman, Lic. Adolfo Garza, Jesús Villegas, C. Andrade, and Tomás A. Garza.

The principal speaker for this occasion was Mr. M. C. González, who enlightened the gathering on the Segregation Problem and giving them General information on the League activities. Mr. Adolfo Garza Chaplain of the S. A. Council and Mr. Tomas A. Garza also delivered a few words in regards to "Lulacism".

¿Cual es Nuestro Deber?

Octubre 19 de 1931.

Ayer pasaron por la Ciudad de San Antonio aproximadamente 3,000 mexicanos en viaje de regreso al país en donde por primera vez vieron la luz del día.

Años de sacrificio en el extranjero, más las críticas condiciones económicas que prevalecen en Texas, y las pocas esperanzas de vivir de una manera civil y humanitaria, aquí indudablemente los forzó a que abandonaran sus hogares, y sin saber a punto fijo el lugar a donde irán, ni en donde trabajarán, con el rostro contento, de regreso a su patria.

Pues al llegar allá, ellos saben que los recibe su patria, sus hermanos de Raza, en donde se habla su propio idioma, en donde no hay distinciones, ni en las escuelas, ni restaurants, ni ningún otro lugar; donde la justicia se imparte igual al nativo como al extranjero; donde el plantel educativo se administra sin utilizar ridículas teorías pedagógicas, para favorecer a los miembros de una Raza a exclusión de otra.

Y entre tanto qué está haciendo el México-Americano? Cien mil mexicanos han emigrado de los Estados Unidos, y continúa ese fuerte éxodo de braceros mexicanos, y cuál es ahora nuestro deber y nuestra oportunidad en vista del cambio rápido de una situación sociológica, política como económica que antes existía, y que afectaba directamente al desarrollo efectivo del México-Americano? Es muy significativo este punto. Vale la pena estudiarlo, pues de obrar inteligentemente, unidos, y con energía, ahora, más que nunca, es cuando se presenta la mejor oportunidad para asegurar nuestro adelanto y disfrutar de lo que legalmente es nuestro!

También, no olvidemos nuestra sagrada obligación de aportar nuestro contingente lo más pronto posible, para llenar el fondo pro-defensa escolar, y luego tener la satisfacción de que no solo se llenó ese fondo sino que hasta se derramó!

M. C. GONZALEZ

Actividades de la L. U. L. A. C.

La fecha en que el caso de la Segregación de Escolares en Del Río se ventile en el más alto Tribunal de los Estados Unidos, la Corte Suprema, se aproxima.

Tres abogados competentes e inteligentes representarán las fuerzas anti-segregacionistas o sea la causa de la Raza, representadas en este caso por el Comité Pro-Defensa de Del Río, Texas y la Liga de Ciudadanos Unidos Latino-Americanos. Funge como jefe de nuestros abogados el Lic. J. M. Dodson de Del Río por el Comité Pro-Defensa, y la

L. U. L. A. C., el Lic. Manuel C. González, presidente general de la Lulac, quien representará a la Liga, y el Lic. George M. Mayer quien representará al Concilio de San Antonio No. 2 de la Liga.

Estos tres Misioneros de la Justicia expondrán ante el Altar de la Justicia de la Nación el caso que es de mayor importancia al pueblo Latino-Americano y que envuelve el principio nada más del porvenir de la Juventud Mexico-Americana.

Por parte de las Autoridades

ACTIVIDADES DE LA L. U. L. A. C.

CONTINUACION

Escolares de Del Río, irán también tres abogados muy hábiles y competentes. Pero dado lo justo de nuestra causa es de esperarse se nos haga justicia.

Las contribuciones para sufragar los gastos de Corte de este caso siguen llegando, esforzándose la mayoría de los Concilios por sobrepasar a los otros. Ya es un Baile, juego de pelota, fiesta teatral y beneficios en diferente forma.

El Concilio de Sarita dió un lucido baile en Rivera, Texas el 26 del mes pasado a beneficio del Fondo de Defensa Escolar de Del Río. Estuvo muy animado y fué un éxito. El Sr. Margil López es el Presidente del Concilio de Sarita, el cual no obstante lo reducido de su número ha estado muy activo.

El día 10 del presente los Concilios de San Diego y Corpus Christi se reunieron en Corpus Christi y concertaron un partido de Base - Ball entre miembros prominentes de esos Concilios. Entre otros tomaron parte por Corpus Christi los Sres. Ben Garza, Willie Benson, V. Lozano, Joe Stillman, y Felipe Treviño y por parte de San Diego los Sres. Jesús Oliveira, Camilo G. Palacios, J. C. Martínez, Manuel Sánchez Jr., y J. O. Treviño. Igualmente después hubo otro partido entre Aguilas de Corpus Christi y una Novena de Sinton., todo a beneficio del Fondo de Defensa Escolar de Del Río.

Los Concilios han enviado para el Caso de la Segregación de

Escolares en Del Río, conforme la cuota asignada en Kingsville, la suma de \$379.93 más \$5.00 enviados por el Sr. Nerios del Campamento 3632 W. O. W. George West Texas, haciendo un total de \$384.93, habiéndose colectado antes de la Convención \$715.71. — Recibido hasta el Presente:- \$1100.64.

El Comité Pro-Defensa Escolar de Del Río, Texas, presidido por el Sr. Jesús Salvatierra ha recibido hasta el presente la suma de \$1089.54
Gastos 748.40

Total en Fondo \$ 341.14

En San Antonio se quejó un señor de que sus niños se los segregaban en la escuela junto con otros niños Mexicanos. Protestó, la maestra como en otros casos se disculpaba que por motivos pedagogicos. Los padres no contentos obtuvieron la ayuda de un Sr. N. Aguilar, quien puso el caso ante el Concilio de San Antonio. En tres días después de haber entrevistado una Comisión del Concilio al Consejo Escolar se logró solucionar el Caso de Segregación en San Antonio satisfactoriamente, prometiendo las autoridades escolares que por ningún motivo segregarian a niños Mexicanos por prejuicio racial.

MORALES FUNERAL HOME

CR. 996
TR. 48

302 DURANGO ST.

Clubs Sociales Latinos de San Antonio

El día 23 de Diciembre de 1926 el Tuesday Night Club verificó su baile de inauguración en el salón de los Caballeros de Colón, con un reducido número de miembros y formando su Mesa Directiva como sigue:

Presidente, Sr. Carlos Ramírez.
Vice-Pres., Sr. Virgilio Elizondo.
Secretario, Sr. Andrés Amaya.
Pro-Sec. Rogelio Jaime.
Tesorero, Sr. Arturo Téllez.
Sub-Tes., Sr. Jesús Villegas.

En los cuatro años de vida que lleva ha progresado hasta el punto de tener 40 socios activos, y conquistado un sinnúmero de amistades por medio de lucidos bailes, días de campo, etc., y ocupa un lugar prominente entre los Clubs Sociales de San Antonio.

En los últimos dos años el Tuesday Night ha tomado parte en el deporte de Basket Ball, y en la temporada de 1930-31 conquistó el campeonato de la Liga Hispano Americana, compuesta de Clubs Sociales mexicanos, y al mismo tiempo, el campeonato de la Ciudad, derrotando al equipo americano "Texas Chiropractic Hawks". Todos los juegos fueron muy concurridos y del agrado de todos los espectadores.

La presente Mesa Directiva que rige al Club es la siguiente:

Presidente, Sr. Ignacio V. Gil.
Vice-Pres., Sr. Antonio Peterson.
Secretario, Sr. Manuel Peña.
Sub-Sec., Sr. José Alva.
Tesorero, Sr. Samuel Baldebras.
Sub-Tes., Sr. Federico Mendoza.

El Club Femenino Orquídea ha organizado un Bunco-Dour-

ant para el día 28 de Octubre en el Instituto Internacional, a beneficio del Fondo de Defensa Escolar de Del Río.

Este Círculo Femenino goza de muchas simpatías y estimación en los círculos mexicanos y latinos y es de esperarse obtenga éxito en su fiesta. Es Presidenta del Club Orquídea la Señorita Carmen Lozano.

El Club Femenino Lucky Star es otro Club de guapas jóvenes Mexicanas y Latino-Americanas. Fué formado en 1930 y su Mesa Directiva es como sigue:

Presidente, Lydia Lozano; V. Pres., Eva Naranjo; Secretario, Consuelo Mares; Tesorero, Christine Carnot; Sub-Sec., Herlinda Cordova; Sub-Tes., Tony Sánchez; Reporter, Fannie Saldaña.

El Círculo Social Chapultepec, es uno de los Centros de recreación Mexicanos y Latinos más antiguos. Los Bailes y Festividades que da siempre se distinguen por su brillantez y originalidad. En la actualidad cuenta con numerosos miembros y su Mesa Directiva es como sigue:

Presidente, Gregorio Guajardo; Secretario, Enrique Castillo; Tesorero, Fred Ondarza.

El Club Loma Linda es el más nuevo de los Clubs de Caballeros. Han gustado mucho sus fiestas y es muy prometedor su porvenir. Forman su Mesa Directiva los Señores, J. R. Martínez, Presidente; Sixto H. Sepúlveda, V. Presidente; Carlos Hernández, Secretario; Eugenio Herrera, Pro-Secretario; José Mendiola, Tesorero; Alberto Perales, Sub-Tesorero.

Delincuencia Mexicana en Texas

El Prof. Max Sylvanus Handman hizo un estudio del crimen entre los Mexicanos de nacimiento extranjero en Texas para el Comité Wickersham.

Estas investigaciones fueron hechas en San Antonio, Eagle Pass y Waco y en cada una de estas ciudades se descubrió que el porcentaje del crimen entre los Mexicanos es mucho menor que entre los de otras razas en proporción con la población.

En los tres condados donde se encuentran estas ciudades, la cuarta parte de la población es mexicana y el crimen entre ellos es únicamente el 20 por ciento del total. En Eagle Pass, donde la población mexicana es el 75 por ciento del total, el porcentaje de crímenes es 71 por ciento. En Waco el 3 por ciento de la población, siendo mexicana el 2 por ciento de los crímenes fueron cometidos por mexicanos. En

San Antonio donde la tercera parte de la población es mexicana el 31 por ciento de los crímenes fueron cometidos por mexicanos. Igualmente la delincuencia entre los niños es 45 por ciento en los varones y 35 por ciento en las niñas, no obstante que el 56 por ciento de los escolares son mexicanos. En el sistema penitenciario del estado el 12 por ciento de los prisioneros son mexicanos, un número algo bajo en proporción con la población mexicana en el estado.

Por estos detalles se puede comprobar que el mexicano viola la ley menos que personas de otras razas y los cargos contra ellos demuestran un porcentaje mayor de infracciones menores que crímenes serios.

F. VALENCIA.

(Tomado de un reporte de Prensa).

SHE'S JUST A PAL

She's just a pal, this wife of mine,
And days are never dreary
With her beside to chide and guide,
When toil has made me weary,
For she and I are fellows true,
In labor and in pleasure,
And each will take an even break—
Give measure full for measure.
So why should we add tears to rain,
Or frown because the weather
Is not just right, or night is night,
When we can be together?

Our life is just a bit of love
Kept warm by careful tending
Through every day, at home, away,
Its sweetness ever blending
In subtle something that has bound
Our hearts in that devotion
Which lends a hand without command,
And no undue commotion.
A kiss beside the kitchen sink,
A pat or two while sweeping,
And two of us, without a fuss,
Our bit of love are keeping.

—Charles Iden, in Kansas City Star.

BAILE DEL KOLLEGIATE KO-EDS KLUB"

El Domingo, 4 de Octubre, el Kollegiate Ko-Eds Klub deleitó a sus miembros e invitados con un bonito Baile en el Hotel St. Anthony. Fue todo un éxito y una nota social, animando y alegrando mucho una de las mejores orquestas de San Antonio.

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Salesmanship

By N. Aguilar.

What are the most important factors in salesmanship? What are the essential characteristics in order to make one successful in the selling field? I believe



that **Personality** is one outstanding factor, although all the essentials are so closely inter-related that it is very difficult to name the most important—if there be such.

We are told by expert letter-writers that **Personality** must be injected into the perfect sales letter and still they also tell us that there is a certain **formula** to follow in their composition. The standard rule is set forth thus: You must get **ATTENTION**, create **DESIRE**, and compel **ACTION**.

Scattered among these three factors is **Personality**. The formula for writing good sales letter copy must of course be very flexible. A good sales letter is judged by the percentage of orders it brings, just as a good salesman is acclaimed by the number of orders he gets. If a man has a certain amount of personality, knows his line, and is a reasonably fluent talker, will he make sales? Yes, yet he might not be a "star".

I once knew a man who thought seriously of "trying his hand" at selling. He said to

me, "You know I have a brother who is a salesman, and to look at him you wouldn't think he could sell anything, but believe me he comes home with the bacon." This man's brother must have had at least a pleasing personality, and a good sales talk. You've heard it said of some people 'He's a natural born salesman.' There may be a few such, just as there are natural born artists, and sculptors, but salesmanship—like cartooning, or art—up to a certain point can be **acquired**. I think that ability, or adaptability are two very important requirements in order to be successful in the selling game. Tact and courtesy are prime factors in salesmanship. I do not think that in order to sell that a man must know his line from A to Izzard because there are several "methods of attack" that will close a sale. A lot depends on whom your prospect is. Neither is it necessary for a piano salesman to be a musician, or understand music in order to sell pianos, although in some cases it may be to his advantage. I believe though that a salesman selling a ten-thousand-dollar home must know more of the "ins and outs" of salesmanship than a fellow selling a fifty-cent picket knife. I have very little use for the so-called "high pressure" salesman. I believe that it requires considerable **BACKBONE** to sell successfully. I knew a young fellow who had a "burning desire" to become "A Knight of the Grip." We had many talks on salesmanship, and while I knew that he would never be a successful salesman—because he was short of **backbone**—I didn't like to throw cold

SALESMANSHIP

water on his cherished ambition. The outcome was that he took a correspondence course in Salesmanship. When he thought that he had acquired the fundamentals of selling he started on the road with a line that would have taken an old "hardened" salesman to "put over."

Needless to say he got discouraged and his first trip out, and went back to the work bench. He didn't look at, or study the serious side of his adopted calling. All he saw was the old-style, flashily-dressed "drummer" traveling around the country, staying at the best hotels, and apparently having a wonderfully easy time, and making all kinds of money.

To make sales you must of course make the prospect believe that it is greatly to his advantage to buy. You must overcome objections. You must in order to create sales use sales-creating ideas. You have probably heard of the body of men known as the Canadian Mounted Police. These men are noted for their stalwartness, fearlessness, and doggedness. It is said of them that they always get their man.

Salesmen might follow their example in this one respect inasmuch as that once you make up your mind to sell a prospect, go ahead and do it. Self-confidence, perseverance, courage, poise, honesty, tact and a good appearance will get personally solicited orders. A Sales Letter must influence the prospect to purchase by its proper makeup.

Lady "You never heard of the Ten Commandments, little boy. Good gracious, what's your name?"

Little Boy: "Moses, Mum".

"ORGANIZATION"

Organization is the art of getting men to respond like throughbreds. When you call on a thoroughbred, he gives you all the speed, strength of heart and senew in him. When you call upon a JACKASS, he KICKS.

If you want to know who put the "P" in Pep just ask your editor.

All that comes out of some Committee meetings is a tray of cigarette stubs.

The Editors would like to hear a word of encouragement from our members, tell us what you think of LULAC NEWS.

Wise guy (boarding a car): "Well Noah, is the ark full?"

Conductor: "Nope, only one jackass so far. Come on in — Cheese Kraft."



The Bull is dead. Yes, our editor killed him last Sunday in the Nuevo Laredo bull ring—so from now on you will get the real stuff.

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DISPLAYING THE FLAG

By Courtesy of Steve Martínez

There are certain fundamental rules of heraldry which, if understood generally, would indicate the proper method of displaying the Flag. The matter becomes a very simple one if it is kept in mind that the National Flag represents the living country and is itself considered as a living thing. The union of the Flag is the honor point; the right arm is the sword arm and therefore the point of danger and hence the place of honor.

1.—The Flag should be displayed from sunrise to sunset, or between such hours as may be designated by proper authority. It should be displayed on national and state holidays and on historic and special occasions. The Flag should always be hoisted briskly and lowered slowly and ceremoniously.

2.—When carried in a procession with another flag or flags, the Flag of the United States should be either on the marching right, i. e., the Flag's own right, or when there is a line of other flags the Flag of the United States may be in front of the center of that line.

3.—When displayed with another flag against a wall from crossed staffs, the Flag of the United States should be on the right, the Flag's own right, and its staff should be in front of the staff of the other flag.

4.—When a number of flags are grouped and displayed from staffs, the Flag of the United States should be in the center or at the highest point of the group.

5.—When flags of States or cities or pennants of societies are flown on the same halyard with the Flag of the United

States, the National Flag should always be at the peak. When flown from adjacent staffs the Flag of the United States should be hoisted first. No flag or pennant should be placed above or to the right of the Flag of the United States.

When flags of two or more nations are displayed they should be flown from separate staffs of the same height and the flags should be of approximately equal size. (International usage forbids the display of the flag of one nation above that of another nation in time of peace.)

7.—When the Flag is displayed from a staff projecting horizontally or at an angle from the window sill, balcony, or front of building, the union of the Flag should go clear to the head of the staff unless the Flag is at half mast.

8.—When the Flag of the United States is displayed in a manner other than being flown from a staff it should be displayed flat, whether indoors or out. When displayed either horizontally or vertically against a wall, the union should be uppermost and to the Flag's own right, i. e., to the observer's left. When displayed in a window it should be displayed the same way, that is, with the union or blue field to the left of the observer in the street. When balloons, rosettes, or drapings of blue, white and red are desired, bunting should be used, but never the Flag.

9.—When displayed over the middle of the street, as between buildings, the Flag of the United States should be suspended vertically with the union to the north in an east-and-west street

DISPLAYING OF THE FLAG

or to the east in a north-and south street.

10.—When used on a speaker's platform, the Flag should be displayed above and behind the speaker. It should never be used to cover the speaker's desk nor to drape over the front of the desk or platform. If flown from a staff it should be on the speaker's right.

11.—When used in unveiling a statue or monument, the Flag should not be allowed to fall to the ground but should be carried aloft to wave out, forming a distinctive feature during the remainder of the ceremony.

12.—When flown at half staff the Flag is first hoisted to the peak and then lowered to the half staff position, but before lowering the Flag for the day it is raised again to the peak.

On Memorial Day, May 30th, the Flag is displayed at half staff from sunrise until noon and at full staff from noon until sunset, for the nation lives and the Flag is the symbol of the living Nation.

13.—When used to cover a casket the Flag should be placed so that the union is at the head and over the left shoulder. The flag should not be lowered into the grave nor allowed to touch the ground. The casket should be carried foot first.

14.—When the Flag is displayed in church it should be on a staff placed on the congregation's right as they face the Clergyman. The service flag, the state flag, or other flags should be at the left of the congregation. If in the chancel, the Flag of the United States should be placed on the Clergyman's right as he faces the congregation and other flags on his left.

15.—When the Flag is in such

a condition that it is no longer a fitting emblem for display it should not be cast aside or used in any way that might be viewed as disrespectful to the National Colors, but should be destroyed as a whole, privately, preferably by burning or by some other methods in harmony with the reverence and respect we owe to the emblem representing our country.

The quickest way to play a harp is to drink bootleg whiskey and then drive a car.

A LULAC is a man who does a little more than the other fellow, and who does not expect any reward or pay for the extra added service.

Don't question your wife's judgment — look who she married—.

What do you think of Lulac News?

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SAN ANTONIO'S SCHOOL PROBLEM

Something went wrong in a San Antonio School. The parents of two children of Mexican extraction protested that their children and others were being segregated at the School. The teacher, however raised the pedagogical excuse. The parents not content sought the council and help of Mr. N. Aguilar, a well known citizen of that section of the city.

Mr. Aguilar put the problem before the San Antonio Council and also wrote a letter of protest to the Open Forum of the S. A. Light.

Within three days the S. A. Council took the matter up with the School Authorities and settled the case satisfactorily. The Children were not segregated and every assurance given by the School Board that such a thing would not be allowed in San Antonio. The case was settled satisfactory. Mr. Aguilar is now a member of the L. U. L. A. C. in the S. A. Council, and a true Lucacker.

The open Forum for many days was full of letters discussing the Segregation question some pro and some against. There were bad and good reasoning, but the startling thing revealed was that our people are wide awake to the situation and that as a whole a general Lulac Spirit prevails. Many were the letters from people of our race condemning Segregation. Some very good letters were written by friends of our Race, one of which follows:

"I want to congratulate and thank Mr. Robinson and Mr. Dillon for taking up for the children of our most loyal buddies during the World War (Our Mexican buddies).

"I have a very few months to

live and what I have I owe to three Texas-Mexican soldiers. I was sent to locate a machine gun nest early in the war. Eight Mexicans volunteered to go with me. Going over a trench about 50 or 100 yards I was moved down by machine gun fire. My Mexican buddies continued on to capture the nest and 75 German prisoners, three of my Mexican buddies returned for me, carried me to the Red Cross line and here is how they were rewarded, after leaving me there they returned, looked for more machine gun nests and all were killed.

Clarence Hyde Dunkin.
Member 90th Division.

El Sr. Cruz Lozano, presidente de la Apache Packing Co., ha sido nombrado Socio Honorario del Concilio de San Antonio. El Sr. Lozano ha prestado valiosos servicios a la L. U. L. A. C., pues debido a su cooperación fué posible que el Concilio de San Antonio obtuviera una contribución de \$124.35 para el Fondo Escolar de Del Río, durante una junta celebrada en su Planta y que el inteligente abogado George M. Mayer represente al Concilio de San Antonio en Washington, cuando se ventile el Caso de la Segregación.

Para hacer guisado de Liebre se necesita la liebre; así el Editor para hacer que LULAC perdure, necesita que le envíen la "pastilla" por un año de suscripción, asegurándoles darles en todo tiempo el valor de su dinero—no se ría, es un asunto serio—pida su suscripción hoy mismo.

Who loses money, loses much,
who loses friends, loses more;
who loses hope, loses all. —Babson.

L. U. L. A. C.
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