

# Lulac News

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San Antonio, Texas November 1934

No. 1

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IN SAN ANTONIO, TEXAS - NOV. 11 1934

E.C. TORRES

1207-74

L. Hernandez

Henry St

1207-74

St. F.



HON. E. R. LOZANO,  
President General  
League of United Latin American  
Citizens

One year... five years  
... ten years... sixteen years since the  
white flag was flown  
across a gory field,  
since voices hoarse  
from crying out  
against slaughter and  
strife found new  
strength to shout —  
“the war is over... the  
Armistice is signed!”  
Sixteen years of peace  
.... questionable at  
times, but clung to  
with all the ardor of  
the mother who having  
lost one son....  
two sons in bitter war-  
fare, holds yet to a  
third, denying his  
life's blood to a cause  
of hatred. Sixteen years — yet that is  
not enough — for we  
must hope and pray,  
and strive for endless  
years of Peace....  
with Armistice Day  
each year a revered  
anniversary teaching  
that they died not in  
vain.



# Mayor C. K. Quin & Commissioners

PAUL STEFFLER  
JACOB RUBIOLA



PHIL WRIGHT  
FRANK BUSHICK

## Welcome "Lulacs"

Cumplimientos del Juez del Condado y Comisionados

# FROST WOODHULL JUDGE

Albert Trawalter  
Albert Maverick

Tom. Abbott  
Robt. Uhr

Desean Mucho Exito a la Convencion "LULAC"



Lic. M. C. GONZALES

## A Propósito de la Convención

Por el Lic. Manuel C. González

Dice la leyenda que el Ave Fénix resurgió de sus cenizas!

La LULAC es el Ave Fénix de los americanos de origen mexicano en los Estados Unidos, porque habíamos permanecido relegados en el olvido y sin reconocernos el uso pleno de nuestros derechos como ciudadanos de esta gran República.

Y el resurgimiento de nuestra raza se ha apuntado en el horizonte del porvenir con los resplandores de la grandeza de antaño, probando así al mundo que nuestra raza es susceptible de todo lo bueno, todo lo bello y todo lo grande y que es necesario, absolutamente necesario que esta verdad sea reconocida si hemos de coadyuvar al engrandecimiento de nuestra nación.

La sangre guerrera y leal de Cuauhtémoc inspira nuestra fidelidad a nuestra patria —Estados Unidos—, como lo define el artículo 5 de nuestras bases constitutivas.

El espíritu noble y lleno de aspiraciones de Netzahualcóyotl que exhortaba siempre a su pueblo a ambicionar el cultivo de su espíritu y de su mente, inspiró

el artículo 6 por el que nos obligamos a velar por la educación de nuestros hijos.

Y el artículo 9 que es, digámoslo así, el centro de donde irradian todos nuestros propósitos y ambiciones, ha sido dictado por el espíritu grandioso e inmortal de Juárez vaciando en su apotegma sublime de que “el respeto al derecho ajeno es la paz.”

Esto todo lo resume y todo lo comprende. Es el sol que ilumina nuestras acciones y la meta a que deseamos llegar. Ello nos enaltece y nos glorifica y por ese principio hemos de honrar a nuestra raza y de glorificar a nuestra Patria.

Aprovechemos, pues, la oportunidad que nos proporciona la próxima reunión de “LULACS” en San Antonio, Texas, para consagrarnos nuevamente como verdaderos paladines de los nobles fines y patrióticos principios que forman la base constitutiva de la Liga de Ciudadanos Latino-Americanos.

Rebustezcámese nuestro espíritu de hombres serios, conscientes y resueltos para luchar por el mejoramiento de los nuestros, con objeto de poder disfrutar de los privilegios que justamente nos corresponden como ciudadanos norteamericanos, y poder así constituirnos en factores útiles y de valía para nuestro país.



Sr. SANTIAGO RODRIGUEZ

## EPISODIO DE LA GRAN GUERRA

Por Raúl A. CORTEZ

En medio de las formidables acciones épicas que en los campos de batalla europeos sembraron la desolación y la muerte, surgieron rutilantes los hechos heróicos de los hijos de Texas, que pusieron una vez más a flor de la valía y la conciencia del cumplimiento del deber de quienes vieron la luz en el Estado de la Estrella Solitaria y heredaron la altivez de la raza mexicana.

Incontable número de americanos de origen mexicano dieron lecciones de heroísmo en aquellos cruentos combates, en los que la metralla arrasó implacable lo inerte y la vida, dejando destruidos infinitos hogares y lacerados hasta lo inconmensurable los corazones de las madres que, en este lado del Atlántico, bendecían a sus hijos y, embargadas por sagrado llanto, clamaban fervorosamente por la vuelta feliz de sus seres amados.

En los contingentes de sangre que enviaron los Estados Unidos a las trincheras europeas, figuró Santiago Rodríguez, nativo de esta ciudad, en donde nació el 13 de marzo de 1898. A los 20 años de edad, es decir, el 27 de abril de 1918 quedó incorporado en el Ejército Expedicionario de los Estados Unidos, formando parte de la Compañía A 345, de uno de los Regimientos de Artillería de la 90a. División.

En esa fracción del ejército norteamericano militó con gran denuedo y tomó parte en diversas acciones guerreras que se desarrollaron en los cam-

**Lic. John R. Shook**

JUEZ DE PAZ

Precinto No. 1

DESEA MUCHO EXITO  
EN LA

CONVENCION

**“LULAC” .**

Y SALUDA A SUS  
MIEMBROS Y  
DELEGADOS

AFFECTUOSAMENTE

(Cont. en Pág. 18)

## Breves y Rápidas Apreciaciones Acerca de la Personalidad del Sr. B. B. McGimsey

Por R. A. CORTEZ

El Sr. B. B. McGimsey, actual Gerente de la importante negociación "San Antonio Brewing Association", Compañía Incorporada y una de las más fuertes y de mayor importancia en San Antonio, Texas; ha llegado a ocupar el honroso puesto que desempeña y lo hace merecedor y digno de la distinción y respeto de que goza ante la Sociedad, el Comercio, la Industria y la Banca, sus grandes dotes intelectuales y sus vigorosos y amplios conocimientos administrativos. Su destacada personalidad es, simplicemente, una garantía de progreso y de honradez en los negocios que representa y administra.

El Sr. Mc Gimsey, es originario de la ciudad de Alexandria, del Estado de Louisiana, hizo en los principales plantelos educativos de dicho Estado, sus estudios primarios y preparatorios, y muy joven entró, después de terminados sus estudios, al fecundo campo de los negocios, con tal resolución y con tanto optimismo, que solo ha logrado conquistar éxitos en todos los casos y negociaciones donde han sido aprovechados sus extensos méritos y conocimientos de negocios.

En 1911 desempeñaba ya un alto puesto en las oficinas administrativas de la South Western Railway Co., de El Paso, Tex., pasando después a New Orleans, La., durante el año de 1916 para hacerse cargo de una importante sección en la Interna Revenue de los Estados Unidos, permaneciendo allí



Mr. B. B. McGIMSEY

hasta el año de 1921, en que vino a San Antonio, para empezar como un empleado de dinción en las oficinas de la Cia. Alamo Foods y Alamo Industries, misma negociación que hoy produce la rica y popular cerveza "Perla". — Once años tiene, pues, de cooperar de manera indiscutiblemente digna de elogio en los destinos y la administración de la compañía que más tarde, es decir, en la actualidad, habrá de ostentar con timbres de legítimo orgullo de triunfo y progreso el nombre de "San Antonio Brewing Association, Inc.", grande y poderosa empresa que lleva 48 años de vida, a cuyo frente se halla como Gerente General, puesto al que llegó tras merecidos y brillantes ascensos y en medio de una sólida y respetable disciplina que lo condonra con los más merecidos y ardientes elogios que puede conquistar un hombre en el ambiente y mundo de los negocios. El Sr. Mc Gimsey, en su actuación como Gerente General de la San Antonio Brewing Association, Inc. pude considerarse como un técnico experimentado; y a su esfuerzo, a su escuela, a su táctica y su experiencia como hombre de industria y de trabajo, podría fiarse el progreso y la respetabilidad de cuáquier negociación por rica y poderosa que fuese.

Durante su larga y benéfica estancia en San Antonio, el Sr. Mc Gimsey,

ha logrado colocarse, con ayuda de su experiencia y gracias a los méritos de que goza como hombre de negocios y a su inquebrantable honradez; en un nivel de respetuosa distinción; llegando a ocupar el honroso puesto de Presidente de la "Asociación de Manufactureros de San Antonio", a ser miembro muy respetable de la Cámara de Comercio Americana, miembro de la misma índole y respeto en la Cámara Mexicana de Comercio y ha sido acreedor a nombramientos honorarios en diferentes Asociaciones y Agrupaciones de la localidad.

Su prestigio ante la Colonia Mexicana, lo hace que se coloque entre los que marchan en primera fila como simpatizante de los mexicanos en todas sus clases sociales. Prueba de ello, es que, en la negociación de que actualmente es Gerente se ocupa a diversos mexicanos en diferentes trabajos, tanto dentro como fuera de la negociación; prueba de ello es también que siempre está dispuesto a cooperar en todas las ocasiones en que el elemento latino de esta ciudad desarrolla algunas actividades. —Prueba de ello es también, su decidido propósito y su eficaz ayuda a diversas Sociedades de la localidad, tanto en fiestas como movimientos cívicos o educativos que tiendan a beneficiar a los elementos de habla española. Es un digno y fiel cooperador de la Sociedad "Lulacs", agrupación cívica y patriótica que nuestra colonia sabe perfectamente que sus trabajos son desarrollados siempre para buscar el beneficio y el mejoramiento del elemento latino-americano.

Mucho, mucho más podría decirse acerca de la vigorosa y respetable personalidad del Sr. Mc Gimsey ante el mundo de los negocios; pero la falta de tiempo y espacio, nos obliga a dejar en el tintero muchas frases más de laudatorio entusiasmo que podríamos dedicar a sus actividades y méritos como hombre de valer y significación, ante la Sociedad, el Comercio, la Industria y la Banca del Estado de Texas.

Baste decir ahora que es un hombre de negocios, un decidido cooperador de la agrupación "Lulacs" y otras sociedades latinas, y un gran amigo y simpatizante de la Colonia Mexicana.

**P. G. Gonzales**  
ATTORNEY-AT LAW  
Frost Building  
SAN ANTONIO, TEXAS

**James Tafolla, Jr.**  
ATTORNEY-AT-LAW  
504 Aztec Building  
Garfield 2941  
SAN ANTONIO, TEXAS

**Chas. A. Ramirez**  
ATTORNEY-AT-LAW  
504 Aztec Building  
Garfield 2941  
SAN ANTONIO, TEXAS

## Aims and Purposes of The League of United Latin-American Citizens

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

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

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

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

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

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

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

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

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

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

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

12—This Organization is not a poli-

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

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

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

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

16—We shall pay our tax as well as that of members of our families in order that we may enjoy our rights fully.

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

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

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

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

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

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

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

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

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

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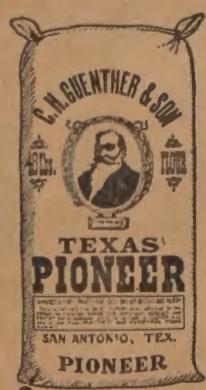
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OBSEQUIO DEL

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517 Alamo Bank Bldg.

Tel. Gar. 9401

SAN ANTONIO, TEXAS

**Rubén R. Lozano**

ATTORNEY-AT-LAW

1202 Alamo National Building

Res. Pershing 8404 — Garfield 5235

SAN ANTONIO, TEXAS

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SAN ANTONIO, TEXAS

## El Prestigio Social y Comercial del Señor R. C. Noon, Gerente de Ventas de la S. A. Brewing Ass'n. Inc., de esta Ciudad



**Sr. R. C. NOON**

El Sr. Noon, que en la actualidad ocupa el respetable puesto de Gerente de Ventas de la San Antonio Brewing Association, Inc., vino a San Antonio, Texas, durante el año de 1930, para ocupar un puesto en las oficinas principales de esta negociación que entonces manufacturaba bajo la razón social de Alamo Foods Co., o Alamo Industries.

El Sr. Noon, vino a esta ciudad, procedente de Fort Worth, Texas, y tras un experimentado y largo período de años que duró trabajando como Agente Viajero de diversas negociación industriales y manufactureras de este país; período de viajes que le sirvió como escuela, para solidificar y ampliar sus grandes dotes de vendedor comercial; cualidades que, durante su actuación en las oficinas de la San Antonio Brewing Association, Inc., le han valido, aparejadas con su amplio criterio de hombre de negocios, para llegar a ocupar el distinguido puesto que con que hoy representa a una Manufactura local, que es timbre de orgullo y foco de méritos entre los manufactureros Sanantonianos.

Durante su estancia en San Antonio, Texas, el Sr. Noon ha desplegado no solo actividades comerciales, sino que ha sabido cultivar con el gesto pro-

pio de los hombres avesados a todas las circunstancias que se presentan, grandes afectos entre la sociedad y hombres de negocios de esta ciudad; ha pertenecido durante muchos años a la respetuosa agrupación "Los Leones", al "Advertising Club" y a la Cámara Americana de Comercio Junior.

Entre sus actividades más dignas de elogio, pueden considerarse sus meritorias y grandes simpatías para todo elemento latino-americano y muy especialmente hacia la colonia mexicana. Sus propósitos más nobles, como Gerente de Ventas de una fuerte industria, tienden a buscar el mejor entendimiento y a establecer el servicio de ventas más ventajoso y favorable y que beneficie al lado oeste de la ciudad; ya sea cooperando con la distinguida agrupación "Lulacs" en lo que se relacione a escuelas o bien, con otras asociaciones en pro del saneamiento de dicho barrio de la ciudad.

En pocas palabras; se puede decir que el Sr. R. C. Noon, vino de Fort Worth, Texas, después de adquirir con sus viajes como Agente Viajero de fuertes y diversas negociaciones de este país, una amplia y fecunda escuela práctica para ensanchar los negocios; al puesto que hoy ocupa en la San Antonio Brewing Association, Inc., manufacturera de la rica y popular cerveza "Perla", para beneficio de esta misma negociación y beneficio de las diferentes colonias que residen en San Antonio, Texas; porque, como buen vendedor, vende únicamente lo bueno.



**R. A. Cortez Representante de la S. A.  
Brewing Ass'n.**

La San Antonio Brewing Association, Inc., fuerte negociación Manufacturera de la rica y popular cerveza "Perla" y que, como industria ha cimentado un nombre lleno de prestigio y de respeto entre las manufacturas no sólo locales, sino del sur del Estado de Texas; siempre se ha distinguido en la selección de sus cooperadores y, por eso se ve que en todos sus Departamentos administrativos tiene empleados competentes.

Muy acertada estuvo la Gerencia de esta negociación al investir al Sr. Raul A. Cortés del distinguido cargo de Agente Local de Ventas; pues el Sr. Cortés es ampliamente conocido en todos nuestros círculos sociales y comerciales, por la índole de los diferentes puestos que ha desempeñado en diferentes negociaciones de esta localidad. Además, el Sr. Cortés como miembro de varias de las agrupaciones o asociaciones patrióticas, cooperativas, sociales y educacionales que se han formado en San Antonio con elementos pertenecientes a la colonia latino-americana; y como Miembro activo de los "Lulacs", tiene un campo amplio donde desarrollar sus actividades y está capacitado, por su jovialidad y conocimientos comerciales, para abrir nuevos senderos que beneficien tanto a la San Antonio Brew-

### Tom G. Leighton

COUNTY TRESURER

WELCOMES

"LULAC"

- TO -

SAN ANTONIO

(Cont. on Page 18)

## Report of The Health Committee of Council No. 16 of the Lulacs

The aims of the League of United Latin American Citizens have within their scope all that tends to bring about an improved standard of the living conditions of our people. It is in accord with these principles that the Committee on Health of Council No. 16 of this League have tendered their utmost efforts in fulfilling their duty.

At the beginning of the year our past president, Mr. P. G. González, appointed the following members to represent our Health Committee, Dr. H. N. Gonzalez, Chairman, Dr. O. F. Gerodetti and Dr. A. Delagoa. As medical men the members were in a position to become acquainted with the pitiful conditions prevailing in the western part of San Antonio, where our people predominate among the races. It is through this circumstance, in the discharge of their duties, that an inside view of the conditions, afforded the opportunity to bring about remedies to alleviate, and to some extent change the pathetic picture. After a careful study, the committee decided on a definite and system plan of action to mitigate immediately the physical sufferings of our own people.

The following program was accepted and carried out: 1st. A thorough investigation of the health conditions to obtain definite data to present to the proper health authorities for immediate action, was planned.

2nd. Publicity of facts gathered to obtain the cooperation of the people.

3rd. Dissemination of knowledge of common diseases through every possible means.

4th. To acquaint the people with the privileges that are theirs in the different health institutions of the city.

5th. To strike at the very

root that encourages the propagation and dissemination of diseases like improper sewerage system in the western section of the city, poor housing conditions, etc.

6th. To take definite steps to obtain the cooperation of the State Health Department and of the different civic institutions for a successful Latin American Health week in April.

In carrying out the first step in our program we became acquainted with the appalling mortality rate caused by tuberculosis, followed in their importance by childhood diseases, malnutritions, infectious diseases, etc. In this connection the work being carried out by nurses of the City Health Department gave us their very valuable help. The figures obtained served us as an index of seriousness of the situation and stimulated immediate action from our part.

The publicity campaign consisted of radio talks, conferences by members of the council at different communities where the people are mostly of Latin-American extraction; and all our efforts in this work had a most gratifying result, and that was that our people in a way, were becoming conscious of the seriousness of the problem that confronts them.

One of the members of our Health Committee was made a member of the "Citizens' Committee", a group of high-minded, civically conscious citizens, who with a truly altruistic spirit in spite of the political resistance offered, made a heroic attempt to correct and improve the drainage system of the western part of the city. A well-organized campaign was made in which all the members of the council cooperated with their

(Cont. on Page 12)

Cumplimientos de

### Saldaña y Garza

ALMACENISTAS EN  
ABARROTES AL  
POR MAYOR

Distribuidores de la  
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LAREDO Y EL PASO ST.

### Mr. George Huntress, Jr.

COUNTY CLERK

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### Juan González

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### Alvin Padilla

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Jefe de Mecánicos en

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## Report of The Boy Scout Committee

By M. C. Trub, Chairman

Planing our activities for the year 1933 we realized the important part that Scouting was taking in building character in our boys and also the lack of trained men in our Latin population. We awaited the opportunity for the Alamo Area Boy Scouts of American to begin a Scout-Masters training course, so that we could get the necessary training to organize Boy-Scout troops amongst our people.

Wren the courses were given a group composed of the following members of Council No. 16 enrolled. M. C. Flores, Indalecio Zepeda, G. R. Salinas, Joe Garza, Alonso S. Perales and M C. Trub. All of whom received their certificate at the end of the 6 weeks' course. Later in the fall an advance course was held the same group attended and again received their certificates.

Since then with their aid we have organized two Scout Troops one of them at the "Home of Neighborly Service" the other at the "Church of Guadalupe".

These Troops are doing very well and our efforts are now concentrated on organizing other troops, one at the Sidney Lanier School and one at the Wesley

Community House. And we hope to extend our program within the next year so as to have the largerst number of troops possible.

The program laid out by our president Dr. Orlando F. Gerodetti calls for a very active movement along this line, and if we can train more men and boys as leaders we hope to accomplish a great deal.

I would like also to mention that when the Alamo Area organized a troop organization Committee, in the selection of its members several of the members of council No. 16 were given appointements and are serving on the Committee now, for all the area...

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RESOLUTIONS INTRODUCED  
BY ALONSO S. PERALES  
COUNCIL NO. 16

RESOLVED by Council No. 16 of The League of United Latin American Citizens, at its meeting of May 16, 1934, that this Council will as in the first year of its existence, continue to:

1.—Investigate the condition of every Latin American children in the public schools.

2.—Devote part of its time to study the health condition of the people of our race in this city, and, to this end, we will cooperate with the county and city health units, also with the State Tuberculosis Association, in their effort to combat tuberculosis.

3.—Organize and cooperate with Parent-Teacher's Association in this city, and encourage each Latin-American mother to be a member of said Association.

4.—Urge the City and the County Commissioners to improve hospital conditions.

5. Initiate crusades against the red light districts located close to schools attended by Latin American children with a view of eradicating and cleaning out such places.

6.—Cooperate with the local School Board in securing the greatest attendance of Latin American children in the public schools, and to this end, we will organize Parent-Teacher's Associations, composed of Latin-American parents, in each school.

7.—Cooperate with the Alamo Area Council of the Boy Scouts of America in the organization of boy scout troops among our Latin American population in this city.

8.—Deliver lectures to our people on civics, hygiene and the prevention of diseases.



## "CARTA BLANCA"

JOSE R. NUÑEZ, Gerente

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Y BARRIL, DE TODAS LAS MARCAS  
AMERICANAS

ABIERTO HASTA LAS DOS DE  
LA MAÑANA

CUARTEL GENERAL DE LOS "LULACS"

# PROGRAM

SUNDAY, NOVEMBER 11, 1934

### MORNING SESSION

Convention Headquarters Little Theater  
- San Pedro Park -

Registration Booth Little Theater  
- San Pedro Park -

Convention called to  
order at 9:30 a. m. E. R. Lozano  
Pres. Gen. of League

Pledge to Flag Lionel Rodríguez  
Council No. 2

Washington's Prayer  
(Official prayer of League) James Tafolla, Sr.  
Council No. 2

Song AMERICA By Assembly

Report of Credential Committee and seating of  
Delegates Routine of Business

### ADJOURNMENT

### AFTERNOON SESSION

Convention called to order at 1:30 p. m.  
By E. R. LOZANO, Pres. General of League  
ducing Ruben R. Lozano as Master of Ceremonies  
Music by Sidney Lanier High School Orchestra,  
Directed by Jean Sarli

Washington's Prayer J. C. Solis  
Council No. 2

Pledge to Flag M. C. Trub, Council No. 16

WELCOME ADDRESS  
to city of San Antonio Mayor C. K. Quinn

Song — THE EYES OF TEXAS  
ARE UPON YOU, led by Louis  
Wilmot, Corpus Christi By Assembly

Response to Welcome Address:  
Judge J. T. Canales, Brownsville, Texas  
Past Pres. Gen. of League

Songs Trio Directed by Prof. Melgoza  
Address Chief Justice John H. Bickett

### THE LAST ROUND UP

By The Lucky Star Club

Eva Naranjo - Ester Carrizal - Lydia Lozano  
Carlota Zepeda - Alice Weil - Elvira Martínez  
Stella Díaz - Francis Fernández - María Mesa  
Dora Fernández

Spanish Dance: Beatriz Sáenz & Richard Morau

Address (on Scout Work) Col. W. B. Tuttle

Address E. R. Lozano, Pres Gen. of League

### ADJOURNMENT

Meet at Gunter Hotel at 7:30 p. m. for  
Dinner - Dance

M. C. GONZALES - Toast Master



# WELCOME LULACS

We hope your visit to our City  
Will be a Pleasant  
Happy One

# LIBERTY MILLS

'Hearts Delight', 'Bob White',  
"Rosa del Valle" and  
"La Campana"

### THE QUALITY FLOURS



## Report of The Health Committee of ....

(Cont. from Page 8)

strength of spirit and aggressiveness, but unfortunately the resistance of the element that did not understand the imperious necessity of carrying the issue was too great and could not be overcome, with the sad consequence that the election was lost. Hope is not lost, however, and we will wait with impatience and eagerness for another opportunity to give our city its most needed improvement.

The Health Committee in conjunction with the Housing Committee are working on an improvement plan for housing conditions of which more will be heard from in the future.

The Latin-American Health week program in this city was a complete success. Cooperating with Mr. R. C. Ortega, official representative of the State Health Department, a definite program was made. Lectures and motion pictures on health subjects were given and shown respectively by Mr. Ortega at schools where Latin-American children predominate and at different community centers. The increasing number of people attending these conferences was an encouraging index that our people are responding and are interested in this constructive movement. Our Mexican Consul General, Mr. Rafael de la Colina, showed his usual interest in this type of work by attending and addressing one of our meetings. Other speakers were Dr. W. A. King, of the City Health Department, Mr. George H. Craze, of the Bexar County Tuberculosis Association, and Mr. Ortega. Drs. O. F. Gerodetti and H. N. González, gave several lectures to large audiences.

To end we can only say that the Health Committee of Council No. 16 worked assiduously to

### LULAC NEWS

#### WORK DONE BY THE EDUCATIONAL COMMITTEE OF COUNCIL NO. 16 OF THE LULACS

Following is a summary of the work done by the Educational Committee of Council No. 16 of The League of United Latin American Citizens during the last fiscal year:

This Committee has cooperated with:

1. The San Antonio Board of Education and the local Relief Administrator in connection with the operation of night schools for adults in this city.

2. Outside Councils to the end that schools for adults might be opened in Hondo, Del Rio, Poteet and McAllen.

3. The Goliad, Grulla, Sarita and San Angelo Councils in the solution of educational problems.

4. The Committee on Public School Building and Recreational Facilities of Council No. 16 in their efforts to secure more adequate school facilities for the children of the western section of the City of San Antonio.

5. The Bexar County Tuberculosis Association in its campaign to educate the public on how to combat tuberculosis; has also assisted said Association in raising funds with which to do its work.

6. With various organizations in making the necessary arrangement for lectures on civics and hygiene.

Alonso S. Perales  
Chairman.

carry out a constructive program, the success obtained is considered very encouraging, and if our people are now conscious of this self-imposed task and accept it with the spirit that is given, then the Council as a whole feel that greater success will be the fruitful outcome of the future.

Dr. Hesiquio N. González  
Chairman.

## Committees of The Convention

### GENERAL EXECUTIVE COMMITTEE:

Mauro M. Machado, M. C. González,  
P. G. González, J. C. Solis.

### Arrangements:

Paul C Jones, Alonso S. Perales, E. Escobar, Dr. O. F. Gerodetti, Pat. Vio-la, and Pablo Meza.

### Finance

Jas. Tafolla, Jr. Dr. H. N. González, Leo Castañón, and Geo. D. Vann.

### Housing

F. R. Flores, Frank Leyton, I. Zepeda and Avín Padilla.

### Reception

Ed. Cárdenas, Dr. H. N. González, Joe Castañón, Chas. Hinojosa, Joe Gómez, Leonel Rodriguez, Albert Treviño, Rubén Herrera and Geo. F. Flores.

### Entertainment

Rubén R. Lozano, Manuel Maese, Max García, Chas. A. Ramírez, and Johnny Tafolla.

### Publicity

Henry Cañamar, Chas. Alvidress, Ralph Cárdenas, A. A. González, E. Abrego and R. A. Cortez.

A committee has been appointed by the Latin American Civic Club to take care of the ladies councils, the following constitute the committee:

Mrs. R. R. Lozano, Mrs. L. Brooks, Mrs. E. R. Lozano and Mrs. G. B. Swaine.

### COMPLIMENTS

- of -

## Alonso S. Perales

### LAWYER

Suite 700 Gunter Building

SAN ANTONIO, TEXAS

Garfield 2206

### WELCOME "LULACS"

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## Boy Scouts and Scouters in L. U. L. A. C.

### A PLEA FROM THE SCOUT DIRECTOR OF THE LEAGUE TO THE MEMBERSHIP

In line with the aims and purposes of the 'Lulacs' the membership of our organization should become vitally interested in this valuable and most wonderful work of scouting. There is, as far as I know, no other organization that is more properly trained and better prepared to build the character of the boy than the Boy Scout movement. This organization has been endorsed in every civilized country of the globe. The work, although quite new in some countries is being taught in some of the most remote countries of the world. Here in the United States, where this work originated, it has been approved and acted on by the Congress of the United States, and our great President Franklin D. Roosevelt is

the honorary president of the organization. So you see brother "Lulacs" there can be no doubt as to the value and the outstanding benefits that we can gain from these teaching and this training amongst our youth.

Here in Texas and in our great city of San Antonio this work is being pushed by the already organized groups in each locality. In San Antonio, a few months ago a movement was started to campaign with the object in view to induce or obtain one thousand new boy scouts. This goal was fixed, the time set for the campaign was from June to December this year. A call was made to a number of public spirited citizens, and of course, such an invitation was received and welcomed by the both local

### AMERICA

My country, 'tis of thee  
Sweet land of liberty,

Of thee I sing:

Land where my fathers died.  
Land of the pilgrims' pride,  
From ev'ry mountain side

Let freedom ring!

My native country, thee,  
Land of the noble, fee,  
Thy name I love;  
I love thy rocks and rills,  
Thy woods and templed hills;  
My heart with rapture thrills

Like that above.

God Bless our native land;  
Firm may she ever stand

Through storm and night;  
When the wild tempests rave,  
Ruler of wind and wave,  
Do Thou our country save

By The great might.  
For her our prayer shall rise  
To God above the skies;

On him we wait:  
Thou Who art ever nigh,  
Guarding with watchful eye,  
To Thee aloud we cry,  
God save the state!

councils. Both councils having some members already trained as Scoutmasters and acquainted with the work responded, and began to work at once. First, a committee of 16 men was organized to work in the Alamo Area Council taking in Bexar and the adjoining counties. In this committee the Lulacs were considered and honored with having two of their members, Mr. Indalecio Zepeda and myself, to work and co-operate in the campaign. Plans were made over a course of several weeks, and one of the main obstacles that were at once encountered was that of Scoutmasters and leaders of grown persons in various important places that go with scout work. This was more evident amongst and within the Latin or Mexican population of the city. During the discussion and plans to bring about a suc-



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(Cont. on Page 14)

## BOY SCOUTS AND SCOUTERS IN LULAC

(Cont. from Page 13)

cessful campaign, it was agreed to open a Scout University, a school to train new men in the work, the proper methods in Scoutmastership to take charge of troops, committeemen to supervise and back each troop wherever organized and other courses such as; first aid, Court of honor work, etc. These courses were free of charge and it was the hope of the Troop Organization committee, and especially the two members of "Lulac" in this committee, that a large representation of our people would attend, however, only a disappointing number of about five men of Latin origin are taking the courses at this time. On the other hand there are 125 men taking the same courses of the Anglo-Saxon origin this number will be more than enough to take care of the new boys in their field of scouting mentioned disappointing number because of the fact that it takes at the very least 50 men to take charge of the 600 applicants, boys of Latin extraction who have voiced their desire, in written applications, to the Headquarters of the Alamo Area Council to be boy scouts. These applicants are very desirous and are ready to join the troops, and as it is at present there is no leadership for them. This is not as I expect to make, a report to the convention, of a successful campaign, and no other than myself is more discouraged with its outcome, but it proves again that we must take interest in this work and it is not the work of one man but all and especially every member of the League. I will continue to do my very best and devote all my spare time to this movement, and I sincerely hope that all our brother members will do likewise.

In spite of the fact that the

## LULAC NEWS

### THE EYES OF TEXAS ARE UPON YOU

The Eyes of Texas are upon you

All the live long day.

The Eyes of Texas are upon you,

You can not get away.

Do not think you can escape them

At night or early in the morn

The Eyes of Texas are upon you

"Till Gabriel blows his horn.

### MOVED TO NEW OFFICE

Brother Perales has moved his law offices from the Cassiano Building to Suite 700, Gunter Building, and is now a member of the law firm of Stiekr, Davis, Wright & Perales.

large campaign did not interest our men, I cannot close this message without mentioning the wonderful work that has been done by individual members. Two new troops have been organized recently with a total of about 100 boys, and an old troop that has been in existence for several years, making a total of three troops in the western part of the city. The men that have been active and deserve credit for these three troops are the following: Mr. Ralph Cardenas, a young man but an old scouter, and Mr. Lionel Rodriguez who is now in charge of two troops, with the able assistance of Mr. Henry Vera. The League owes them very much for the work that they have accomplished almost singlehanded.

M. C. TRUB, Scout Director  
L. U. L. A. C.  
Member Troop Organization  
Committee of the Alamo Area  
Council Boy Scouts of America.

For any information pertaining to the organization of troops or information in general write to M. C. Trub, c/o County Judge, Bexar County, San Antonio, Texas.



**FRANK ALVARADO**

Frank is one of our up and coming Lulacs in Council No. 2. He has just completed his Law Course and is now starting to practice in San Antonio.

Good Luck to you Frank.

## The Solution To Our Problems

(Frank Alvarado, L. L. B., University of Texas)

Several years ago President H. Y. Benedict of the University of Texas, in addressing the freshmen on Convocation Day, attempted to show the importance of the lowly freshmen in campus life saying, "Without freshmen we could not have sophomores, and without sophomores we could not have juniors, and without a junior class we could not have seniors the following year; in short, without freshmen we could not have upperclassmen, and hence we could not have a university". Those remarks were intended mostly to please the green crop of slimes. This was so well known that it amused the crowd and few gave a thought to the idea that there, somewhere in that very crowd of some 800 youngsters could be found the able representatives of the future university. The following three years were the universities' most successful seasons in practically all sorts of

(Cont. on Page 15)

## The Solution To Our Problems

(Cont. from Page 14)

activity. Sideline critics grinned at the grit of those new leaders.

The situation is perfectly analogous with that of our organization. Indeed the spirit of Lulac is old in itself. It took root with the separation of Texas from Mexico, but its working into material achievement is a thing of the present. Latin Americans are pushing their problems to the front more than ever before. The employment problem, the school problem, the segregation of our race from all angles, whether socialistic or economic, are problems in the course of solution.

Naturally, it is immaterial who solves them. The masses of our people in this country are not looking for the man who perchance may be destined to iron out our differences, but rather they are vigilantly waiting for material results from whatever quarter they may issue. In other words, Lulacs are not in search of one indomitable leader, but far from that, we are looking at every man to play his part, no matter how small or slight it may be. And the answer to what is every member part, and the proper execution of that assignment can be the only logical solution to our problems. That, dear readers, is the question I wish to answer in the present.

Lulac leaders of today must, of necessity, take a part in any program which we may undertake. Far be it for me to belittle them. Without them the organization would fall to shreds and perhaps disappear. Our officers of today, and those members who have taken an active part are indeed to be commend-

(Cont. on Page 16)

## General Officers of The League of United Latin American Citizens Board of Directors

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504 Aztec Bldg., San Antonio, Tex.

Dr. H. N. GONZALES, Director of  
Public Health Activities,  
1723 Buena Vista St. San Antonio,  
Texas.  
M. C. TRUB, Director of Boy Scout  
Activities,  
2419 Saunders Ave., San Antonio,  
Texas.  
Miss LUCINDA BAZAN, Director of  
Girl Scout Activities.  
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## THE SOLUTION TO OUR PROBLEMS

(Cont from Page 15)

ed. The close observer well knows of the things that they have done to keep the fire burning during this period of depression which has not only overtaken our people but those of other nations as well.

But the part which any Lulac takes and performs nobly, so long as it is an outward manifestation to the public, and hence stands as evidence of what he does and thinks of Lulac, is only 70% of the full task of a true Lulac. The other 30% of the duties owed to Lulac consist of the obligations which every member owes to future Lulac, and the younger generation.

"Rome was not built in a day" so says the old adage, and I might add, "Lulac is no exception". Its going to take many years for our dreams to materialize. During this time new blood will be injected into our organism. Our duty to prepare the new generation to carry on our aims and ideals, and to perpetuate our achievements cannot be overemphasized.

We all realize that our children must be properly educated if they are to make good citizens to solve the problems of tomorrow. And hence, this should be the most outstanding Lulac duty under my 30% classification which I have noted above. We should give them, at the very least, a high school education, or the equivalent of one. The reason why I make this qualification is because I have heard too many of my people say that you can't educate the youngsters without schooling facilities. My answer is this: Adapt yourself to the circumstances. If there are not sufficient schools, then do the next best thing. If conditions are so extraneous that they do not permit your child attending school, then teach your child all you

can at home. After all, you should keep in mind that character training which can best be done at home, is almost 50% of your child's education.

However, a general education is only your primary duty your secondary duty is to educate your child Lulac. By giving him a Lulac education. I mean an education which will not only make him a good American citizen, but one who will help others of his race in making their lives in this country happy, and their work a pleasure.

Such an education must serve to blend the interests of one people with those of the other. It must teach each peculiar individual the reasons why the U. S. born American does not enjoy his conglomeration. It must teach him that so long as this prejudice exists, he will be handicapped in his business deals and associations. And it should teach him how to overcome these evils.

Thirdly, we must teach our youngsters (and as many grown ups as possible) to cooperate with his Latin American neighbor. This cannot be overemphasized for it is a thing of common knowledge that we lack this cooperation. Keep in mind that when you help a fellow man of your own class and kind, you are helping yourself because you are raising your own level.

Fourthly, we must encourage leadership in all phases of life. we must teach the younger generation to strive to be first in everything that is undertaken; but by all means do not encourage racial competition. It is the seed of ill feelings.

Fifth: We must encourage the conglomeration and blending of races at the expense of distinction. Do as the Gringos do if at all possible. Talk the English

language at your homes, yet do not forget your own. And lastly, we must teach our boys to be clean in body and soul at all times.

This is not intended as a cure-all program. There are a large number of foreign circumstances which we cannot hope to control. The behavior of our people in our mother land may have a strong bearing with the ease with which our problems may be solved here. The economic cycle of the time in this country will also effect their solution. Political tremors might shake the state, pro or con our people, and about the only wise policy which we can pursue is to keep hands off. I might add at this stage that politics is a disastrous germ to all organizations of our kind. Beware with intermingling or associating with any one faction. There are other innumerable forces w'ich might retard our success; but one thing is certain: "The old order changeth making place for the new". Our boys of today shall guide us in the roads of tomorrow. Let us prepare them to make good leaders, and perchance we will see the old Lulacs of 1934 scratching their heads and grinning at the grit of the new crop.

Frank Alvarado, L. L. B.

### L. U. L. A. C. Council No. 2

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President

RALPH CARDENAS,  
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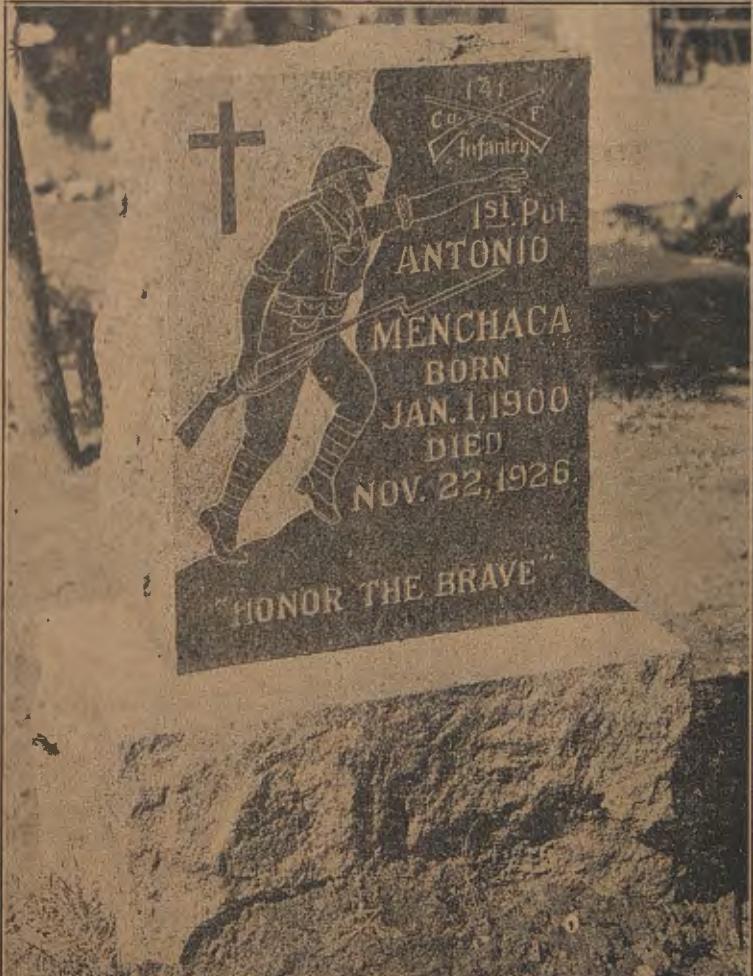
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## EPISODIO DE LA GRAN GUERRA

(Viene de la Pág. 3)

pos franceses, ta'es, como los de San Miguel, Río Muse y Argonne, que por su magnitud figuran entre las batallas más notables que registra la historia bélica del mundo; también asistió a los fieros combates de Villers Devant Dun, Toul, Choloy, Ramondt y muchos otros, así como en escaramuzas y hecho de armas de menor importancia.

Aquel joven, que en 1918 estaba rebosante de vigor y de l'usiones y con ardua constancia cooperaba con su hermano en el taller de escultura de monumentos, que aún posee en San Antonio, Texas, fué heroicamente a derramar su sangre en una de las batallas más sangrientas y, ¡oh coincidencia fatal! precisamente el día 11 de noviembre de 1918, en que se firmó el armisticio, el denodado soldado de que nos ocupamos cayó en tierra extranjera, herido mortalmente por una metral. que gravísimamente lesionó su robusto pecho.

Después de haber asistido a los combates de San iguel, el Río Muse y ocho días después el de Aragone, o sea el 11 de noviembre de aquel año, cuando la compañía, a la que Rodríguez se halaba incorporado, avanzaba hacia Trene, a la una de la madrugada, el enemigo abrió terrible fuego de artillería y una de las metras fué a hacer blanco en el lado izquierdo del pecho de aquel militar, que estuvo a punto de perecer, si en su auxilio no hubiesen acudido sus compañeros quienes el mismo día lo condujeron al puesto de socorros y de éste fué trasladado a varios hospitales de Francia, donde permaneció hasta el 17 de abril de 1919.

De aquellos establecimientos de salud, el joven Rodríguez, fué traído a los Estados Unidos e internado en el hospital Base, de Fort Worth, Texas, en el cual estuvo confinado algún tiempo hasta la fecha en que fué dado de alta, regresando a su ciudad natal, a continuar laborando al lado de su hermano que, como él, es uno de los escultores americanos, de origen mexicano, que más se destaca en el Suroeste de los Estados Unidos.

Lo notable, lo desconcertante de este hecho, en el que fué protagonista Santiago Rodríguez, es que cuando las tropas del Ejército de los Estados Unidos, abrigaban la esperanza de que concluyera la guerra, o, cuando menos, que hubiese una tregua para los infinitos sufrimientos que padecían, todavía retumbaba la metralla enemiga

## RAUL A. CORTEZ, REPRESENTANTE DE LA S. A. BREWING ASS'N.

(Viene de la Pág. 7)

ing Association, Inc., como a los elementos sociales de San Antonio, principalmente a la gran colonia mexicana de la que es un simpatizante profundo y digno defensor en todos los casos en que se pide cooperación para beneficiar a este elemento en cualquiera de los órdenes sociales.

En resumen, se puede decir del Sr. Raul A. Cortés, que, descendiendo de una raza de luchadores incansables, y siendo poseedor de una actividad poco común, será, entre los elementos que actualmente trabajan en la San Antonio Brewing Association, Inc., uno de los que más la beneficien y más la honren entre el elemento comercial.

invadiendo de luto a las familias de los combatientes.

Aquel'a Gran Guerra fué prueba terrible para la humanidad y sólo aquéllos soldados que experimentaron enormes sacrificios en tierras extrañas, de clima mortalmente frío, y duranæ días, semanas y meses estuvieron tras las trincheras con el cieno hasta la cintura, sin dormir, ni comer, ni siquiera charlar a su antojo, saben los tremendos pesares que, por el capricho del hombre mismo, llega a padecer el género humano entre el que, las que más sufren son las madres de los hijos que combaten, las esposas que los aman y los hijos que los ven como el angel tutelar de su destino.



Sr. LUIS RODRIGUEZ

El escultor, señor Rodríguez es como todo verdadero artista, modesto y sencillo. Cualquier otro, que no tenga la sencillez como lema, se sentiría orgulloso de su obra, que ha cooperado y coopera con todo su entusiasmo con su hermano, el Sr. Santiago Rodríguez, también artista y hombre de acción.

El Señor Luiz Rodríguez es, no sólo artista, sino prominente en la vida social de San Antonio, figurando con la directiva del importante club de los Leones, en la de los Caballeros de Colón y en la de los LULACS.

Los hermanos Rodríguez tienen dos estudios: uno en el corazón de la ciudad, calles de W. Houston y San Saba, y otro en la calle 24, cerca del cementerio de San Fernando.

## Bienvenidos L.U.L.A.C.S.

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— VARIEDAD —

NO ALTERAMOS LOS PRECIOS

Para Reservados Hable al Teléfono

**Garfield 3602**

ESTE CABARET ESTA TODO EL TIEMPO  
ABIERTO

## LOPEZ GARAGE AND MACHINE SHOP

"LULACS" - WELCOME TO OUR CITY



R. M. Sánchez

San Antonio, Texas

# The San Antonio Brewing Association



Saluda a los Convencionistas y miembros de la  
“LULAC”