



VOL. 2

SAN ANTONIO, TEXAS, MAY, 1934

NO. 12

THIS NUMBER DEDICATED TO THE  
SIXTH ANNUAL CONVENTION  
MAY 6-7, AT MISSION, TEXAS



HON. GREGORY R. SALINAS  
of San Antonio, Texas,  
Secretary General of Lulac

"Within Our Aims  
and Purposes"

BY COUNCIL NO 33  
SANTA FE, NEW MEXICO

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Convention Program  
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No. 5.—Del Rio	

## NOE JIMENEZ OF KINGSVILLE COUNCIL PRESENTS

PSYCHOLOGICAL PAPER WRITTEN  
BY TEXAS A. & I. EXTENSION  
STUDENT

By Dorothy Harris

Extension Student of The Texas Col-  
lege of Arts and Industries, and  
Primary Teacher at Taft, Texas.

(A talk prepared for presentation to  
a Parent-Teacher Organization).

I have been asked to speak to you on the subject of the psychological aspect of society. Let me say rather to talk "with" you, for I am here not as an authority but as a member of this group of Parents and Teachers, all interested in the social improvement of this Community.

I can think of no better group adapted to this aim, for social improvement must be developed through training and education, and in our various positions we are able to influence those who are in our care so that they may make this community socially superior.

It is basic for us to consider that we must study both the influence of individuals on the group and of the group of individuals. Let us also keep in the foreground of our discussion the fact that it is not the actions of human society which are important but that it is rather the motives behind these actions.

We have just now a problem in this town of great importance both socially and psychologically. All of you probably know that there is to be an election next week to determine whether or not we shall have interesting, and perhaps some of you would say "But surely there is no opposition to so progressive and beneficial step in the improvement of our community."

And yet there is opposition because of the fact that the school is intended for the Mexican children. The old question of racial prejudice is immediately aroused. "What! To

build a better school for the Mexicans than our own children have!" It is interesting and quite revealing of character just to pause and listen to the various points of view. There are people who are optimistic that better times are ahead, that a new school would enhance the value of property, and that the construction itself would be a public benefit because of the employment it would afford.

Others are less anxious to make any forward movement in depressed times, and begrudge the paltry sum they would have to expend for the purpose of training future American citizens. Those are merely illustrations of the phases of social psychology to be found in just everyday occurrences in our community life.

Now, let us consider the importance of the group. All of us are probably aware of the quality known as group-mindedness. It is very intangible, but still exists because we are a group meeting together with somewhat a common interest. If I were the possessor of oratorical ability perhaps I would be able to sway you to great emotional heights, to make you think with me and to convert you to all my beliefs. Such is the power an individual may have in a group. Groups are usually dominated by leaders, especially when complications arise in social and economic problems. The leaders in a social sense must possess superior power, insight, personal attraction, and initiative.

The center of social psychology in my mind, is the relation of the individual and his environment. Every person born into this world has something which differentiates him from all others—that mysterious "inner self". We come into the world with many innate tendencies, many of which are the product of our heritage. A great deal of that "self" of ours is determined by our predecessors who have handed down to us many characteristics — both good and bad.

Here is the individual in a perfectly strange situation — and yet with inherent tendencies which help him get his bearings in this queer world where he finds himself. These "instincts," if such you will call these inborn traits, plus the ability of adjustment to environment lead to rapid growth and soon we have a personality — the product of the inborn plus the acquired traits. Among the most important instincts are those of a social nature, namely, gregariousness, domination and submission, pugnacity, sex, and personal care.

Most people are normally adjusted to their environments unless dominant urges and desires are thwarted. This may lead to various forms of maladjustment, which, if not diverted into normal lines, may lead to insanity and complete mental breakdown. Thus we see the importance of adjusting ourselves to conditions around us. It is quite evident that the happiest people are those who are properly adjusted to their environment.

One of the first things learned in a study of psychology is that for every response there must be a stimulus. I'm sure that as mothers and teachers we realize the very wide field of stimuli received by children, and it would keep any number of people busy studying their responses to these stimuli. It is our responsibility to see that these responses are, as far as possible, desirable ones, for they readily become habits which Henry James calls "the flywheel of human society."

We have a wonderful opportunity before us in training our children and those with whom we come in contact. Let us do our best to train them to take their places in society; to contribute to the improvement of the group and to derive whatever they may from the group. This is a worthwhile aim for this group of parents and teachers to have as a goal, and not in the least an impossible one. Have we not fulfilled our aims in the improvement of society if in our community we train chil-

dren to take their places as leaders and followers and carry on our work of social improvement.

— L —

## RIO HONDO NO 53

A committee of Members from Council No. 32 of Harlingen, Texas, journeyed over to Rio Hondo in nearly freezing weather last Sunday and there organized another council for Cameron county. This makes the fifth council in the county. The committee consisted of the following members of number thirty-two: Ramon L. Longoria, President; Faustino Rendon, Secretary; Jose E. Olvera, Treasurer; Guadalupe Vallejo, Sub-Secretary; Luis G. Garcia, Director; Doroteo Longoria, Chaplain; and the following members: G. M. (Willie) Lozano, Amado Martinez, Vidal Najar and Trinidad Lopez. The aims and purposes and the benefits derived from the membership in the League were explained by Messrs. Longoria, Lozano, Rendon, Olvera and Najar and then organization was perfected with twenty-eight charter members as follows: Francisco Perales, Santos Garcia, Ernesto Treviño, Antonio de los Santos, Pedro Garza, Luis Falcon Jose Lopez, Enrique Vazquez, Santos Cardenas, Fernando Perales, Severo Guajardo, Martín Ramos, Polo Rios, Juan Gomez, Santos Rodriguez, Pablo Falcon, Adrian de los Santos, Juan Vazquez, Santos Benavidez, Manuel Garcia, Remigio de los Santos, Policarpio Rios, Vicente Solis, Martín Luna.

President Longoria administered the oath of the League to all the members and then the following officers were elected: President, Jose Lopez; Vice President, Martín Ramos; Secretary, Antonio de los Santos; Treasurer, Santos Garcia; Chaplain, Fernando Perales; Guide, Manuel Treviño; Sentinel, Ernesto Gonzalez; Directors, Francisco Perales, Luis Treviño, and Tomas Guerrero. After the new officers had been given the oath of office the new president thanked all present members for the place to which he was elected, pledg-

ing himself at all times to work for the interest of the council and for all its members. He predicted big things for the Rio Hondo council and asked all members to cooperate with him fully to increase the membership. He stated that had not the weather been so cold that a much larger number would have been present as several who were absent had expressed a willingness to become members.

— L —

### SAN ANTONIO COUNCIL NO. 16

The progressive efforts of the membership of Council No. 16 of San Antonio, in keeping abreast of the times and spreading the gospel of Lulac cannot pass unnoticed.

One of their latest achievements has been the organization of Boy Scout Troop number 52 at the Home of Neighborly Service by Bro. M. C. Trub, chairman of Boy Scout activities of Council 16, and in keeping with plans as outlined at the Del Rio Convention by the then retiring Pres. Gen. Hon. J. T. Canales.

In organizing this troop Bro. Trub has had the very valuable assistance of Bro. Lionel Rodriguez of Council No. 2 as Scout Master, and Indalecio Zepeda of Council 16, and Paul C. Jones of Council No. 2 as Committeemen.

The troop has made a few hikes, Bro. Zepeda has been on hand on several occasions, on April 21 a hike was taken of about five miles at the end of this hike a game of indoor baseball was held, several tenderfoot tests were made and finally ended with a weiner roast.

In the formation of another troop, at Our Lady of Guadalupe Church, Bro. Anthony Valle of Council No. 2 has given Bro. Trub assistance, and it is very interesting to know that the Latin American Population of San Antonio has now several troops of Boy Scouts and thereby laying the foundation of a TRUE AND LOYAL AMERICAN CITIZEN.

### A LETTER TO PRESIDENT R. L. LONGORIA OF COUNCIL NO. 32

Hon. Ramon L. Longoria, President of League of United Latin American Citizens,  
Harlingen, Texas.

My dear Mr. Longoria:

I have studied with great interest the noble purposes of your organization as disclosed in the little magazine which you handed to me the other day, entitled: "Lulac News", and am frank to say that I cannot conceive of any other organization having for its air a more real democracy than this League of United Latin American Citizens. It treats of the most material ideals of an American Government.

This democracy we hear so much about close to election times in my opinion is the least important of what democracy stands for. We are taught that "Democracy" means equal privileges to all and special privileges to non, and this teaching should be true especially in rearing and educating our little children, who must some day be men and women and carry out the real purposes of our American Government.

I believe that the public generally should hear and know more about your organization, because its ideals are too well founded and important to not cause the organization to grow to where it will someday be one of the greatest organizations in America.

Respectfully yours,

R. S. DORSETT,  
County Attorney of  
Willacy County, Tex.



Mr. Ivey Gonzalez was born at Lincoln, Lincoln County, New Mexico, December 5th, 1888. When he was 6 years of age his parents moved to Roswell, New Mexico, where he attended school until 1904. Then they moved to Colorado, Texas, and took up farming. On his 19th. birthday he married Miss Gabriela Lujan, of Colorado City, Texas. June 6th. 1917 he answered the call of his Country for military service, November 23rd. 1917 discharged from immediate military service on account of wife and four children. On November 23rd. 1917 he moved to Wichita Falls, and two years later he joined the Police force. Through hard work and the strict attention to duty, he has been climbing; today he is an emulator of Monsieur Alfonse Bertillon, that famous detective, and is in charge of the Bureau of Identification for the Police Department, of the city of Wichita Falls.

## ORGANIZATIONS OF LATIN-AMERICANS IN WICHITA FALLS, TEXAS.

By Ivey GONZALEZ.

The first attempt to organize Mexican families, living in Wichita Falls, into a unit for the promotion of better will and understanding between members of our race and other citizens of the town was made in 1919. That attempt failed as did two later ones. It seemed that the people were not ready for cooperation. There was something lacking.

We have realized that it has been and always will be necessary that foreign people be educated to the ways of the natives if there is to be any sort of common ground. The Mexicans moving to Wichita Falls were considered to be permanent and therefore should quickly as possible, be put into a better understanding of the conditions as they exist. It might be that elderly people could get along and be fairly happy if just left alone. But there were the children and younger people who were quite likely to spend their entire lives in the country of their parents' adoption.

In order to be happy and of any use to a community, a person must necessarily be educated to the point where he may understand what is required of him. It is for this reason that we have been trying for so long to organize the Mexican people into a group which will work for the good of the whole, and also for the good of the city.

The first attempt we made was made through the Federation of Labor, Union No. 160, of which I was president. At that time the Mexican People thought and acted as though I were a spy set to watch their activities. The attempt to organize failed.

Again in 1922 a few of the more enthusiastic of us tried to organize a Woodman's Camp. There was still an essential something missing.

In 1925 we organize a club called The Benito Juarez Club. That was more successful than any other in that it aroused more interest and

was supported by several of the citizens of Wichita Falls who were attempting to help us in our aims. Just as we were about to vision success of our plans, the organization started failing and with the let-up the club vanished.

Apparently there was nothing to be done about the situation because if the people were themselves without a desire to be benefited there could, of course, be no organization.

In 1929 I read in "La Prensa", about the League of United Latin American Citizens. It was to me the light in the distance, how could I get near that light? In 1932 I read again in "La Prensa" about the League of United Latin-American Citizens and this time it mentioned Mr. M. C. Gonzales as one of the officers of the League. By this time members of our race were beginning to see the necessity of an organization. Mr. J. L. Corona, treasurer of Council No. 48, and I discussed the matter a number of times, but we did not know where to begin or how to start. On November 27, 1933, I wrote Mr. M. C. Gonzales for information about the League. Mr. M. C. Gonzales was kind enough to send me one copy of Lulac News. It contained the aims and purposes of the League. I held various meetings and these resulted in the organization of a Lulac Council in Wichita Falls. I was sworn as special organizer of the local council by Mr. M. C. Gonzales. The light that was shining in the distance was brought and placed in the heart of all true Lulackers in Wichita Falls by none other than brother M. C. Gonzales and consequently he is the godfather of Council No. 48 of L. U. L. A. C.

Since that time we have gone a long way toward our goal. There has been more enthusiasm than was before indicated in any attempt to organize. At present there are 28 members of the Wichita Falls unit.

One of the best indications of our successful undertaking is brought out by the fact that the women have organized a Council and have 17 active and passive members and 4 honorary members. They are enthusiastic over

the prospect of making a better organization than the men have. It is likely that they will soon realize their desire. Women are like that. When they get started they are to go further than men. At the same time, it is a fact that where the women go to men will follow, so it seems that our people will soon have their hopes realized.

## OTHER MEMBERS OF WICHITA FALLS COUNCIL

Mr. Lee Palacios is a native of Tilden, (La Villa de los Perros) McMullen County, Texas. He started as a common laborer, moved to Electra, Texas, six years ago and at present is manager of several farms. Genaro Gonzalez its secretary, is a native Texan, he was president of the Spanish Club at Reagan Junior High School in 1929. At High School he was president of El Circulo Español two years and a reporter for the same club one year. He also is an accomplished musician, playing first violin in the High School orchestra two years on his last year he had climbed to assistant director. He graduated in January, 1933, and attended the Pan-American Convention held in Dallas last year.

Mr. Pedro Lopez, Asst. Secretary was born at Bridgeport, Texas, his early life is full of hardships and his desire to learn a trade got him a job at 25c a week in a Newspaper Shop. His perseverance and will power acquired results, and he now earns \$30.00 a week, and in the meantime he had learned Linotyping. Married Miss Paulita Campa, of Bridgeport, October 27, 1922. In October, 1928 he accepted a position with the Iowa Park Herald, and has lived there ever since, enjoying Lulac work.

John L. Corona, Treasurer, was born at Laredo, Texas, June 24th., 1891. Moved to Bridgeport where he grew to manhood, married Miss Dolores Flores, and moved to New Castle, a mining town in Young County. During the



building of a branch of Wichita Southern R. R. A dispute arose between the crews of anglo-saxons and mexican workers on account of the scale of wages. Strikes were called and ignorant men of our race were brought in as strike breakers this made the anglo-saxon population angry, and they stoned and threw rotten eggs at our men. Mr. Corona explained to the strike breakers the bad name they were giving our race, and they in turn joined the strikers. Captain Hitchman and his Rangers were called, and Brother Corona with the help of Ranger Sergeant Gonzalez, settled the whole matter. Moved to Wichita Falls on December 23rd., 1924 and became a merchant in the grocery business, and has lived here ever since.

Paz Martinez, Guide was born at Ft. Concho, (San Angelo), January 24th., 1884. Married Miss Tomasita Mares, of San Angelo in 1907. Moved to this city in 1926, where he has been a good fine citizen.

Mr. Isidro Gonzalez, Guide, born at Roswell, New Mexico, May 15th., 1894. Enlisted at Carrizoso, New Mexico, in July, 1918. Served his Country in France until February 1st., 1919. Moved to Wichita Falls in 1921. These are the men who are carrying the Lulac Standard, and who are full of activities. They have just organized a Ladies Council, and responded our call for adds with two.

Victor Marcelano, Second Vice-President, was born in Phelan, Bastrop County, Texas, July 28th., 1907. Has resided in Wichita Falls since 1919, and for the past three years has been farming near Electra, Texas.

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## LULAC NEWS

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CITIZENS

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HENRY CAÑAMAR

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### EDITORIAL

Now that the Supreme Council of the League of United Latin American Citizens will be in executive session, this council is the SUPREME AUTHORITY of our organization, it is hoped that pursuant with our AIMS and PURPOSES, its accomplishment at the Mission Convention will do the legislation for the fiscal year 1934-1935 of so, a constructive nature that it should serve for years to come, and that other conventions in the future will not discard, but be able to build upon.

The membership of our league in sending delegates have selected the best qualified men in the ranks of their respective councils, men that are well versed with the workings of our organization and with our Aims and Purposes; they are going with an open mind and to act for the best interests of our League at heart.

Judging from delegations who have attended other conventions in the past, men of high intellect, of character and action.

It is hoped that from this convention will be born that action, which can and will only shape the future destinies and guidance of our organization, which can only be accomplished by the will of the majority.

## THE SUPREME COUNCIL

Under our general constitution the Supreme Council is the supreme authority for the purpose of legislation and for any other matter of a general character affecting our Organization. It is to be hoped, therefore, that now that our League is expanding rapidly the delegates to our conventions will act more intelligently and conscientiously in all matters brought to their attention for action as members of the Supreme Council. In other words, it is the duty of the delegates to listen to all arguments for and against any proposition before them, and then act as **THEY, IN THEIR OWN JUDGMENT. THINK IS BEST FOR OUR LEAGUE.** We should not go to these conventions merely to heed the advice or exhortations of some particular member of our Organization, without using our own minds and without regard to the consequences the particular measure before us might have upon our League as a whole. To do so would retard the progress of our Organization.

Let us turn a new leaf. Let us go to the Mission Convention next month firmly determined to do only what is right and best for our League, regardless of how any other member may think or feel about it. Let us have some real **THINKING** and more intelligent action on the part of each and every delegate. In this manner the decisions of the Supreme Council will be satisfactory to all the members of our League because then we shall have the satisfaction of knowing that the action taken represents the free and untrammelled will of the majority of the delegates expressed intelligently and conscientiously.

ALONSO S. PERALES.

San Antonio, Texas,  
April 28, 1934.

## TRUE GREATNESS

J. M. LONGORIA, of Grulla Council

The greatness of any man is not measured by the importance of the office he holds but on the merit and extent of service which he renders to society. Men who are guided by spectacular manifestations are prone to attribute greatness to the individual concerned commensurate with the magnitude of the position he fills. The individual who possesses keen insight and places value where it really belongs is not at a loss in arriving at the conclusion that the veneer given to the party involved due to the office with which he is identified is not his true lustre.

**SOME MEN MAGNIFY THE POSITION THEY HOLD; SOME MEN ARE MAGNIFIED BY THE POSITION THEY HOLD.**

So it follows that the man who ranks in the scale of social service is the **TRULY GREAT MAN.**

Tell me what a man has done and not the title which ornaments his name and I will tell you the magnitude of his star in the firmament of True Greatness.

ASTOUNDING as it may seem to some, nevertheless it is true, that the greatest men in the world are not those who are everlastingly before public attention, but those who are more or less obscure—far removed from the glamor of centers of human activity, but giving the best in them in behalf of Humanity.

**MERE NOTORIETY IS AN EXTREMELY UNRELIABLE ATTRIBUTE OF TRUE GREATNESS, BUT GOOD SERVICE IS AN INFALLIBLE ONE.**

Therefore, the man who is striving for fame under solid bases must direct his effort through the channels of genuine service and not through the conduits of ostentatious titles.

**DON'T FAIL TO ATTEND THE CONVENTION  
MAY 6 - 7**

## WHAT S. A. COUNCIL NO. 2 HAS DONE IN FORMING NEW COUNCILS

Council No. 2, San Antonio, during the past year has installed, with the approval of the President-General, the following Councils: No. 48, Wichita Falls; No. 49, Refugio; No. 50, Crystal City; No. 51, Beeville, and assisted in the formation during the present year of No. 21, Goliad; No. 45, Victoria; No. 46, Port Lavaca and is ready to organize No. 55 at Kerrville.

Council No. 2 has installed since the formation of the League unassisted the following Councils: San Antonio, Poteet, Del Rio, Eagle Pass, Goliad, Kingsville, Sarita, Marfa, San Angelo, Ozona, Sonora, Seguin, Dilley, Harlingen, Benavides, Cotulla, Hondo, Lockhart, Gonzales, and those mentioned during the present year.

In order to appreciate the significance of this work, one must consider that in each locality some sort of problem existed that had to be solved through the medium of Lulac, to the satisfaction of the Latin-Americans before the idea of Lulac could be sold to them. The preliminary work involving many trips and correspondence, and the final trip for the installation, including public meetings, and later the fullest cooperation to each of the Councils in the carrying on of Lulac activities, in order that the new members may derive all of the benefits that go with a Lulac membership.

Truly, San Antonio Council No. 2 has more than performed its share of Lulac work, and now with a New Year facing us filled with greater problems and greater opportunities for greater good, Council No. 2 stands ready to carry on not only with its famous "flying squadron" in the formation of new Councils North, South, East and West within our commonwealth, but to help those in their local problems so as to build up the League of United Latin-American Citizens into one of Uncle Sam's greatest and most active organizations along civic and patriotic lines.

M. C. GONZALES,  
April, 1934

## SPORTS

Amongst the field of sports we find that baseball is now making other sports fade, however we should not pass up the efforts that a group of young San Antonio girls have done in the way of sports and particularly in carrying the Lulac banner to the front, the Lulac Girls Basket Ball Team.

The Manager of this team, Miss Bertha Aldrete, gave benefit dances and bunco parties in order to enter this team in the Hispano-American Girls Basket Ball League of which she was elected as secretary.

On the night of April 20 the members of this team were entertained at the home of Miss Carrie Perez captain of the team and a sweaters were given to each.

On the night of April 27, the members of the Order Sons of America Boys' Basket Ball Team of the City Major League and city champions were given their trophies at the International Institute.

Members of Lulac Council No. 2 were invited to the presentation by the president of said organization Hon. James Tafolla, Sr.

Twenty-two members of Council No. 2 attended, after a short talk by Bro. M. C. Gonzales who was given charge of the presentation ceremonies, the following were given trophies:

Frank Peña, Athletic Director; Tom Saavedra, Manager and Assistant Director, and the following members that helped to carry this team of young Latin-Americans to the city of San Antonio championship:

Sammy Barrera, Feliciano Alvarado, Indalecio Cañamar, Eddie Arredondo, Frank Bernal, Arturo Escobedo, Alfonso Reyna, Rogelio Hernandez, and Rudy Hernandez.

The following members of their Baseball team were also present: Ernest Lawson, Albert Marotta, Alfonso Saldaña, Erasmo Hernandez, and Ralph Salas.

Lozano made a brief talk. President James Tafolla, Sr. thank the members of Lulac for their cooperation

After the presentation Bro. E. R.



## GOCE BEBIENDOLA!

La San Antonio Brewing Association Saluda muy afectuosamente a la VI convención anual y a todos los miembros de la Liga Unida de Ciudadanos Latino-Americanos (LULAC) y los invita a que se deleiten con un refrescante cristalino, la "CERVEZA PEARL."

*Pearl*  
 FULLY  
 AGED BEER

**SIXTH ANNUAL CONVENTION**  
**THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS**

:---: P R O G R A M :---:

SUNDAY, MAY 6th, 1934

- 9 to 10 a. m. Roosevelt School Auditorium, Registration of Delegates  
 10 to 11:30 a. m. Business Session  
 11:30 a. m. Barbecue at Madero

**AFTERNOON PROGRAM**

1:30 p. m. Roosevelt School Auditorium

Opening of Meeting—President Gen. Mauro Machado

1. "America" ----- Audience, led by Mission Ladies' Council
  2. Washington's Prayer ----- Fidencio M. Guerra, McAllen
  3. Pledge to the Flag ----- Audience
  4. Address of Welcome ----- Hon. John Waite, Mayor of Mission
  5. Address ----- County Judge E. C. Couch, Edinburg
  6. Response ----- Hon. O. B. Garcia, Brownsville Council
  7. Piano ----- Angelita Guerra Peña of McAllen, Hebronville Council
  8. The American Creed ----- Jose Martinez, Harlingen Council
  9. Tap Dance ----- Ana Rodriguez and Elena Renaud  
 Miss Virginia Rendon, Pianist, Harlingen Ladies' Council
  10. Song, "Anillo de Hierro" ----- Mrs. Reynalda Martinez de la Garza  
 Accompanied by Miss Felicitas Nielson
  11. Address ----- Hon. Emilio H. Hernandez, Vice Pres. General, Kingsville Council
  12. Piano Selection ----- Miss Lucinda Perez, Falfurrias Ladies' Council
  13. THE LULAC ----- Mr. Jesse Sloss, Brownsville
  14. Address on Education ----- School Supt. H. C. Proceter, Mission
  15. A Number from Roosevelt School, Mission ----- Mission Council
  16. Our Schools, How can we improve them? ----- Dr. C. E. Castañeda  
 City School Superintendent, Del Rio
  17. A Number from Roosevelt School, McAllen ----- McAllen Council
  18. What has the Mexican-American contributed in the development of Texas? -- Roberto  
 Longoria, Grulla Council
  19. Song ----- Miss Evangelina Guerra and Roque Guerra, McAllen Council
  20. Address ----- Prof. J. O. Loftin, Sidney Lanier High School, San Antonio
  21. Violin Selection, "Salute D' Amour" ----- Elgar Hungarian  
 Dance No. 5 Brahms, Violin, Roque Guerra, Miss Emma Solis, Pianist,  
 Rio Grande Council
  22. "Himno a la Liga" ----- Music and words by Margil Lopez:  
 Singing by Misses Maria and Concha de Luna  
 Misses Julia, Fidela and Elena Cardenas on the Piano  

Sarita Council

Master of Ceremonies, O. B. Garcia, Brownsville
  23. "El Puente," a Poem, ----- Mrs. Hines O. Taylor, Ladies' Council, Donna
  24. "The Eyes of Texas" ----- Audience, led by Mission Ladies' Council
- 8:00 P. M. Dance,  
 Monday, May 7, 9:00 A. M. Business session.

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MISSION, TEXAS

## "WITHIN OUR AIMS AND PURPOSES"

Hon. Mauro M. Machado,  
Pres. Gen. LULACS,  
San Antonio, Texas.

Dear Mr. Machado:

Enclose find a copy of a letter sent to Mr. Ray Tucker representative for Colliers at Washington, its contents are self explanatory, should you find our cause just, please guide yourself accordingly in taking the matter up and uphold our demand.

Cordially yours,

G. M. GOMEZ, Sec.  
Lulac Council No. 33.

April 16th, 1934.

Mr. Roy Tucker, Representative,  
Colliers Magazine,  
Washington, D. C.

Dear Mr. Tucker:

We, the undersigned committee, and members of the League of United American Citizens, known as Lulac Council No. 33, Santa Fe, New Mexico, a non-political, non-sectarian and unbiased organization championing equal rights to all and special privileges to none, are taking issue on the following statement;

We wish to refer to an article or publication by you appearing in COLLIERS of March 24, 1934, titled OUTSIDERS CHANCE. As COLLIERS' Washington Staff Reporter, we would appreciate your answering one or two questions.

Have you, Mr. Tucker, personally visited our State of New Mexico and studied the history of the State and of our people? I mean by our people, the native American citizens of Latin extraction or lineage, who are real Americans by birth and not by adoption?

Why should you use the columns of a popular magazine to slander any race? In this article you have mentioned the New Mexican (Latin) as

a "lowly and despised greaser," little realizing that at heart these very people, though humble, not only are American citizens, but they have proven themselves real patriots at all times of need, answering the call of our glorious nation and making for themselves a name worthy of credit as true citizens of the state and the nation. We are not a perfect people, and we are modest to the point of acknowledging our faults, but can you show us the race that has none?

Both in the United States Senate and House we have, representing our State, men that are both brave and fearless, ready to fight for all that is fair and just, not only for our state, but for our nation as a whole. Your mention of Senator Cutting being brave and independent, undoubtedly cultivating such from these New Mexican citizens, since he claims New Mexico as his home. The political organization is composed mostly of these down trodden or "LOWLY, AND DESPISED GREASERS," as you have so criticizngly expressed it in your non-true American and non-diplomatic manner. No truly cultured American would make himself guilty of such an error. These traits of bravery and independence were handed down through our pioneer Spanish Conquistadores, who helped make American history and whose Spanish blood flows through our veins. We are most certain that our highly esteemed Senior Senator Cutting will proudly back our statement, likewise our other representatives.

Mr. Tucker, in behalf of our New Mexico citizens, particularly those of Latin lineage, and through our representatives, Senators Cutting and Hatch, and our Congressman, Dennis Chavez, the least you can do, and expect you to do, is offer an apology or explanation for the recent statement, to which we have reference in this letter. We feel that as American citizens, all under one flag

and upholding the principles of true democracy, our views and expressions should be more up-lifting.

Signed:

J. M. RAMIREZ

G. M. GOMEZ

T. C. LUNA

J. J. ROMERO

MANUEL LUJAN

V. H. DURAN, JR.

Members of LULAC Committee Carbon copies to: Gov. A. W. Hochmull, Mrs. Marguerite P. Baca, Secretary of State; Senator Cutting, Senator Hatch, Congressman Chavez, Mr. Beck, President, Colliers; M. Machado, Supreme Pres. of LULAC.

## ARTICLE IN QUESTION

### OUTSIDER'S CHANCE

From COLLIER'S for March 24, 1934

### REBELLION AFOOT

Mr. Cutting, in some ways, is a more picturesque figure than all the other Progressives. Wealthy, cultured, a Harvard graduate and born of the Long Island Cuttings, he migrated to New Mexico for his health. There he built up a political organization among the lowly, including the despised "Greasers." He is tall, pompous, and he lisps, but his looks belle him. He is one of the bravest and most independent of senators. He demolished Elder Smoot when that horrified gentleman declared that Lady Chatterley's Lover was written by "a man with a soul so black that he would even obscure the darkness of hell."

But the non-rebellious and non-literary Democrats have built up strong organizations in Wisconsin and New Mexico, and they captured most state and national offices with Mr. Roosevelt's aid in 1932. Now they want to capitalize on his popularity some more when Mr. La Follette and Mr. Cutting run again next fall, by putting up their own candidates. Having labored for many years with-

out any reward, it is only human nature for them to protest when asked to turn the other cheek to Progressive foes. What's the use of being a politician if you can't collect? That's going to be a hard question for President Roosevelt and Chairman Farley to answer, as it has been for other Presidents whose dreams of a partisanless United States were punctured by the realities of bread-and-cheese politics.

## LOCKHART COUNCIL NO 38

Reports from this very active council in the realm of activities which are in keeping with the Aims and Purposes of our League, first comes the organization of a Latin American P. T. A. the officers which are as follows: Mr. Ismael Romo, President; Juan M. Rios, Vice-President; Mrs. Catalina G. Garcia, Secretary; Miss Oralla Romo, Treasurer; Mr. Jose M. Reyes, Correspondence Secretary; and a membership of about fifty.

Through the efforts of this council the so-called Mexican School has been changed to Navarro Elementary School in honor of one of our Texas heroes in the war of Independence; Juan Antonio Navarro.

One of our brother members, Lonnie (balls) Reyes of Council No. 38, undertook the task of coaching the school's Baseball team and brought them to a successful finish, winning the county championship, with the able and valuable assistance given by Miss May Belle Terry also a member of the School's P. T. A.

It looks like the coming generation of Latin Americans in Lockhart will be brought up and developed into very promising athletes, as they seem to be going into every kind of sports.

The biggest affair of the season was the Easter Dance held by this council on Easter Sunday.

Lulac News congratulates the entire membership of the Lockhart Council in developing activities that will commend attention, and carry forward the banner of Lulac.



## AROUND THE LULAC SHIELD

Members of Lulac Council No. 2 and No. 16 of San Antonio, were guests at the San Antonio Brewing Association (Pearl Beer), Friday, April 13th, and a good time was had by all those attending. The program was opened by Mr. James Tafolla, Jr. Brother E. R. Lozano from Council No. 2, and Brother Dr. O. F. Gerodetti, of Council No. 16, made a few brief talks. There were familiar faces seating at the banquet table, such as Leo Castañon, having won the sandwich-eating contest, Jimmy Tafolla, having become the heavy weight bumper, having had two bumping encounters and won both times, Brothers E. R. Lozano and Geo. Vann made a fine duet, as both have fine voices, and from Council No. 16 Brothers Maese and A. A. Gonzales took turns singing. Chas. Ramirez from Council No. 2 gave us a fine imitation of Ross Columbo sans music. Enter Bro. Leo Castañon and Treviño, Council No. 2 and interpreted the fascinating steps of an Apache Dance, but you should have seen Tiny Weeny Jimmy dancing a rumba, oh boy! and how. Mr. McGimsey, General Manager of the brewery was our host, joined in with a song. Mr. Noon, Manager of the Sales Dept., and ex-royal Canadian war vet, joined in with a tap dance. By the way, Mr. Noon acted as master of ceremonies, after having taken the gavel away from our Tiny Weeny Jimmie. This gavel resembled more a baseball bat than anything else. Your editor pulled out again his glasses and started seeing Geo. Vann dancing a rumba. Bro. Raul Cortez, member of Council No. 2 and sales representative of Pearl Beer, and Bro. James Tafolla, Sr., doing a Jarabe. Bro. Jaramillo joined in with a few songs. A trio composed of Joe Castañuela, Raul Cortez and Jas. Tafolla, Sr., gave a good account of themselves, terminating that eventful Friday 13th, which in other places it may be a jinx, but not in Lulac. Bros. Indalecio Zepeda and F. R. Flores, P. G. Gonzales and Pres. Gen. Machado from Council No. 16 did not

joined the singing. They were enjoying themselves, however. Emilio Tamayo, Leo Cantu and our ex-director of Pub. Felipe Valencia, found time to come to this affair. Evaristo Abrego and Ray Muguerra came out tied for second place in eating sandwiches. The Castañon brothers were fully re-enforced (dad was along) Bros. attending were Agustin Sanchez, Rodriguez, Ruben Herrera and quite a number of invited guests.

—L—

## PORT LAVACA COUNCIL NO. 46

On the morning of Friday the 20th of April the Flying Squadron made a hurried trip from San Antonio to Port Lavaca, composed of members of Council No. 2 and the Pres. Gen. of Lulac, Hon. M. M. Machado, the purpose of this trip was of good will.

On their arrival there they were taken to a meeting at Port Lavaca's Rotary Club as per invitation of Bro. Emilio Vela, Jr., of Council No. 46, and member of Rotary, who was chairman of the day for the Rotary Club.

Brother Vela introduced Bro. E. R. (Tony) Lozano of Lulac Council No. 2, who in turn introduced Pres. Gen. Machado and Jimmy Tafolla, Jr.

Brother Tafolla sang a song to the delight of the Rotarians, Bro. Lozano made a brief talk on Rotary and on the Aims and Purposes of Lulac, Pres. Gen. Machado spoke and gave a brief outline of Texas History and the part that the Latin American had played during the war of independence, the Spanish-American war and on through to the World War.

After leaving this meeting the flying squadron on its way home stopped at Victoria and visited with brother members of the Victoria Council.

—L—

**Subscribe to the  
LULAC NEWS**

## FELLOWSHIP SONGS OF THE LULAC

Compiled by the editorial Staff of LULAC NEWS for the Sixth annual Convention May 6-7, 1934.

For five years the gatherings and conventions of our LULAC members have expressed in happy songs the fine spirit of loyal cooperation and good fellowship which has promoted the signal success of our GREAT LULAC, in its truly national service for the betterment of our race and benefit to mankind.

In appreciation of the able and inspiring leadership of our President General and our unmatchable staff of general officers, and in recognition of the noble Aims and Purposes of LULAC and the efforts of our organizers, this 1934 Convention issue of LULAC NEWS submits a few fellowship songs, and solicits your vocal approval by hearty cooperation in our song-fests at our conventions and fellowship gatherings.

Fraternally yours,  
HENRY CAÑAMAR,  
Director of Publicity.

### TO OUR LADIES COUNCILS

Tune "Columbia, The Gem of the Ocean"

Ladies councils are our inspiration  
Head and soul of our splendid Lulac  
We're pledged to them throughout  
the nation

They are our best bets, on which we  
will depend.

Their great wisdom will guide each  
council

In service to all humanity

That we all unite to make one  
decision.

None can match them, on our  
organization.

#### Chorus

Lulac, we all honor you,  
You're so big and so square and  
so true

We will follow and serve with you  
forever,

All the world shall know what  
Lulac can do.

### TO OUR FLYING SQUADRON

Tune "It's a Long Way To Tiperrary"

1.

Our Flying Squadron—Lulac Members,  
See their records so fine.

Lulacs' most active men,

They are our matchless winning line  
They have blazed their trail with  
glory,

To the end of earthly time—

When Saint Peter hears their won-  
drous story—

Oh! Welcome Devine!

2.

Make a big noise, for you are our  
boys,

Lulac's proud of you.

Flying Squadron—you're our real  
joys;

Our success to you is due.

Splendidly you've organized new  
Councils;

For you've difused our Aims and  
Purposes,

Our unselfish, torch bearers

By your records so true.

### TO LULAC NEWS

Tune "Over There"

Lulac News, Sing Again. Give a cheer  
for our Lulac News.

You give publicity to all our councils,  
and we

All kinds of ads from business men.

Lulac News, Lulac Men! You're the  
boys that gave us fame

You're just a few, Judgement you  
never lack

You're members of the Flying Squad-  
ron and good Old Lulac.

### TO HON. BEN GARZA

To Hon. Ben Garza, First Pres. Gen. of Lulac.

Tune "Glory, Glory, Halleluyah"

We're proud of Ben Garza, a live wire  
in Lulac  
Always a hard worker in our glorious  
Lulac.

He was our first president, well be-  
loved by all our men  
In the League and Corpus Christi.

Chorus

Ben Garza's a leader  
We will follow him forever.  
He's a Lulac, real builder—  
In Corpus Christi.

L

### TO HON. ALONSO S. PERALES

To Hon. Alonso S. Perales, Second  
Pres. Gen. of Lulac, Term 1930-31.

Tune "There are Smiles"

He's always been a leader  
President General during his time  
Lulac's member of board of directors,  
A. S. Perales record very fine.  
All his men with him cooperating,  
More members they're bringing in.  
His council constantly increasing,  
A. S. Perales—we're proud of him.

L

### TO HON. M. C. GONZALES

To Hon. M. C. Gonzales, Third Pres.  
Gen. of Lulac, Term 1931-32.

Tune "Yes! We Have No Bananas"

Yes! He's Lulac's live wire  
Dear M. C., a hustler that's true  
A fine orator  
A real Lulacker, none greater;  
Admired by all our Lulac crew  
He's Lulac's real leader—  
Educational Committee Chairman.  
Oh yes! we're proud of dear M. C.  
And all of his council true blue.

### TO HON. J. T. CANALES

To Hon. J. T. Canales, Fourth Pres.  
Gen. of Lulac, Term 1932-33.

Tune "Tipperary"

1.

We adore you, J. T. Canales  
Our great pioneer,  
You're a wise and able leader,  
And you're always sincere.  
You're our president's right bower—  
Our organization's guiding Star,  
Lulac will honor you forever  
As you bear our Standard.

2.

Your great knowledge, efforts untir-  
ing.  
Guide us safely each day,  
Every act to us inspiring  
We believe all that you say  
You're our noble elder brother  
Real pal in every way.  
Help all of us to help each other.  
God bless you always.

L

### TO HON. M. M. MACHADO

To Hon. M. M. Machado, fifth Pres.  
Gen. of Lulac, Term 1933-34.

Tune "Let Me Call You Sweetheart"

Mauro M. Machado, leads all our  
Lulac men fine,  
His organizing record matchless all  
the time.  
A real organizer in Lulac's line,  
Every member likes him—Council  
Sixteen call him "mine".

## CONCILIO DE GOLIAD NO. 21

Este concilio ha logrado desarrollar una labor según el caso que se le presentaba, que era el de segregación a los niños de los grados altos de las escuelas de dicha población.

El Departamento de Instrucción Pública acaba de fallar de que esa, la Goliad High School, se admitan los niños de raza latina, y empezarán con el siguiente término que empieza en el mes de Septiembre próximo.

Esta solución ha sido solventada debido a los esfuerzos de los Concilios de San Antonio, que fueron los que iniciaron el pleito contra esta segregación, siendo de una valiosa ayuda la de la señora del Dr. R. E. Reynolds, que es una de las del Consejo de Instrucción Pública en Goliad, el Dr. Reynolds es miembro honorario del Concilio No. 21.

## KINGSVILLE CONCILIO NO. 24

El domingo 22 del mes de Abril se sirvió una gran barbacoa por los miembros de ese concilio, lo cual era un agazajo en honor de los triunfantes en un concurso que tuvieron los miembros en ese concilio en forma de campaña para obtener más socios activos, los que lograron aumentar a un número de más de doscientos.

Este concilio se considera como el más grande que existe en la Liga y no nos sorprendería ver bien representado en la próxima Convención General.

A esta barbacoa atendieron varios miembros de los concilios cercanos que fueron invitados.

Los nombres de los triunfantes en ese concurso no se han obtenido por falta de datos suficientes, pero aparecerán en el siguiente número.

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Si es Ud. descendiente de alguno de ellos,  
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## CONCILIO DE YOAKUM NO. 47

El domingo 10. de abril se verificó la instalación oficial del Concilio de Yoakum, Texas, al llegar las delegaciones instaladoras que fueron desde Port Lavaca, Harlingen y Concilio No. 2, de San Antonio se les invitó a una suculenta barbacoa que se había preparado de antemano, en el Salón Ochoa de Yoakum.

Después se habrieron los trabajos, siendo presentados los oficiales de la Liga al público por el señor Antonio M. Rodríguez, de Yoakum, cediendo el uso de la palabra al Presidente General de la Liga, señor M. M. Machado, quien habríó los trabajos formales, el señor Juan C. Solis, dirigió la oración oficial. Hicieron uso de la palabra los señores, Lic. Santiago Taffola, Jr., Tomás A. Garza, Juan C. Solis, E. R. Lozano, del Concilio No. 2 de San Antonio; los señores Emilio Vela, Jr., y Manuel Guerra, del Concilio de Port Lavaca, y el señor Baltazar Longoria de Harlingen; concluyendo definiendo ampliamente los propósitos de la Liga el señor Lic. M. C. González, de la Comisión de Educación de la Liga; después se siguió con la instalación oficial, tomando la protesta de rigor a los miembros y oficiales del nuevo concilio.

Se opinó por mayoría que los oficiales que fueron electos el día 9 de Marzo cuando se organizó este concilio, siguieran fungiendo, los oficiales son los siguientes: Sr. José María Rodríguez, Presidente; Sr. Ramón Ochoa, Vice-Presidente; Sr. Pedro Valle, Secretario; Sr. Nicolás Rodríguez, Tesorero, y Sr. Francisco Bazaldúa, Reportero.

Se cerraron los trabajos después de haber sido felicitados por los oficiales generales de la Liga, cantándose el Himno "América" y "The Eyes of Texas."

Los preparativos se deben a los señores Antonio Moreno Rodríguez, Ramón Ochoa y otros entusiastas de Yoakum.

Fueron muchos visitantes de los pueblos circunvecinos, y los elementos de nuestra raza se fueron muy impresionados con los trabajos que se desarrollaron.

La delegación que fue desde Port Lavaca fue integrada por los señores Emilio Vela, Jr., Ernesto Vela, y Manuel Guerra, Presidente del Concilio No. 46 de Port Lavaca, y señor Isaac Garza.

A últimos reportes que se han logrado obtener de este nuevo concilio se dan a conocer los siguientes datos; está aumentando el número de miembros de este concilio; en la junta del día 15 de Abril se habríó un concurso para que ingresaran más miembros que para esta fecha el número eran 29.

## LADIES COUNCIL NO. 7 FALFURRIAS, TEXAS

Por la noche del Sábado 21 de Abril se desarrolló un suntuoso baile a beneficio de los fondos para la Convención General.

Este baile estuvo muy animado, fueron invitados los concilios circunvecinos y varias delegaciones de estos atendieron.

Comenzó la orquesta de Oscar Cabra con su Royal Knights a las 8 p. m. y terminó a las primeras horas de la madrugada.

El comité que se encargó de desarrollar este baile fue integrado por las señoritas Estela Guerra, Lucinda Bazán, Zulema Garza, Ignacia Ramirez, Rebeca Muñoz y señora A. G. Vela.

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