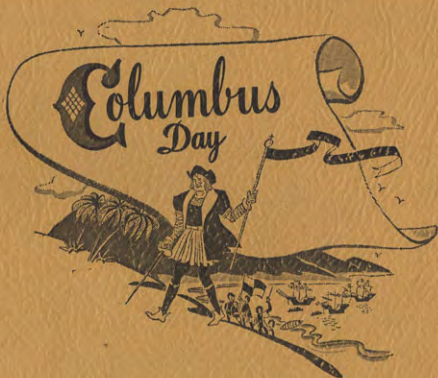




Vol. 14

LAREDO, TEXAS, OCTOBER, 1947

Vol. 4



★ ★ *Courage and Determination* ★ ★

GREETINGS

FROM

RUDY CRUZ and MAX GARCIA

Who Say

"WHEN THIRST CALLS — SAY,



Bottle of PEARL, please!"

- QUALITY
- BODY
- FLAVOR



FER-VITA

Ya esta aqui el invierno, con sus noches heladas como tapas siberianas,
sus molestias resumidad en Toses, Catarros y Resfrios.
Protejase tomando siempre el gran Tónico Fer-Vita. . . .
Pidalo — Exijalo en su Botica o Farmacia de su localidad

ROLATIN

Proteja Ud. sus Riñones y combata el Reumatismo tomando
ROLATIN — Exijalo en su Botica o Farmacia de su localidad

EL MODELO MEDICINE COMPANY

2221 Perez Street

SAN ANTONIO,

TEXAS



Dedication



MAURO MACHADO

One of the saddest of all human frailties is our tendency to forget the founders of worthy movements and causes.

We, members of LULAC, being subject to the same weaknesses that all other mortals suffer, have neglected to do justice in our publications and at our gatherings to the small group of men who so unselfishly dedicated themselves to the onerous and, at that time, unpopular task of uplifting Americans of our racial ancestry.

As a tribute to that group of men, we have selected the figure of the late Mauro M. Machado to typify the charter members of LULAC. Thus, in rendering this small, but significantly sincere remembrance, we honor not only our beloved brother Machado but all the others who, like him, rendered invaluable service to our League, first in its embryonic stage and then in its infancy.

Mauro—or "Mike", as all of us who knew him and loved him preferred to call him—was not a rich man. He was not an employer but an employee; he was as modest in his worldly possessions as he was about himself; nevertheless, imbued with an intense fire to better the lot of his people, he devoted the major part of his adult life to the laying of the ground work for what was later to become LULAC and then to the carrying out of the aims and purposes which he himself helped to phrase. With the spirit of a man who has championed a just cause, he gave unselfishly and freely of his time and of his limited resources to the dissemination and propagation of the Gospel of LULAC. He traveled far and wide; he spent long hours devoted to the establishing of councils wherever any people of our racial extraction were to be found. He worked tirelessly until, at last, his health broke down and he was confined to a bed from which he never arose. His untimely death came on September 4th, 1943, when Mauro was but 48 years of age.

With profound respect we commemorate the life and work of "Mike" Machado, and in honor of his memory as one of the first and truly great LULACs, we dedicate this issue of LULAC.

Council No. 2
San Antonio, Texas

Compliments

JALISCO BAKERY

RESTAURANT & FOUNTAIN SERVICE

B-3-0484

102 Perez St. at N. Pecos

San Antonio, -:- Texas

SAP DRUG STORE

(Botica Cantu)

BENNIE CANTU, Owner

Member

1314 S. Flores St.

F-5165

SAN ANTONIO, TEXAS

San Antonio's Largest Exclusive Music House!

PIANOS ••• ORGANS ••• RADIOS
MUSICAL INSTRUMENTS
RECORDS AND SHEET MUSIC

Alamo

PIANO CO.
938 W. COMMERCE at SOLEDAD



John P. Pfeiffer

President

Gus Benavides

Member Sec'y

SECURITY TILE & TRUST CO.

Without Banking Privileges

TITLE INSURANCE — ABSTRACTS — INVESTMENTS

Authorized To Act As Administrator, Executor, Guardian and Receiver

So. TEXAS BANK BLDG. SAN ANTONIO 5 PHONE G-0131

Casa Grabadora "DISCO"

Transcripciones electricas comerciales y
profesionales

Grabe las voces de sus seres queridos

Grabaciones en toda forma

ROBERTO G. DE LOS SANTOS

J. De Los Santos Co.

Casa Financiera y Banco de los Mexicanos.
Servicio competente en la venta y compra de
negocios.

"Ahorre Tiempo, El Tiempo Es Dinero"

GARFIELD 2348 1312 W. COMMERCE
SAN ANTONIO, TEXAS

COMPLIMENTS OF

SOUTH TEXAS RADIO SUPPLY COMPANY

WHOLESALE ONLY

Rapid Mail Order Service

442½ E. COMMERCE ST.

San Antonio 5, Texas Phone C-9522



Lulac News

"ALL FOR ONE AND ONE FOR ALL"
THE OFFICIAL ORGAN OF THE
LEAGUE OF UNITED LATIN AMERICAN CITIZENS
SINGLE COPY 20c

PUBLISHED AT LAREDO, TEXAS
ADDRESS ALL COMMUNICATIONS PERTAINING TO
LULAC NEWS

— TO —
GEORGE J. GARZA
DIRECTOR OF PUBLICITY AND
EDITOR OF LULAC NEWS

1911 MATAMOROS ST. LAREDO, TEXAS

VOL. 14 OCTOBER 1947 NO. 4

★ ★ Editorial ★ ★

The League of United Latin American Citizens has, during the course of its existence, been besieged on many occasions by a danger that has manifested itself most vividly and left a mark that has taken a long time to eradicate. This danger is the assumption of an apathetic feeling or attitude that has resulted in individualism among the councils and members, non-co-operation, timidity in action, compromisory steps, and loss of interest among the membership.

Today, that danger seems to be menacing the League once again, inspite of the worthy and tangible projects before the League. To some the danger is quite prevalent and a source of alarm. To others the danger passes unnoticed and unheeded. They are prone to regard those who see the danger as alarmists, agitators, and muddlers of the blind serenity in which the League is sometimes lulled. They always point to the fact that the League has survived the same danger before and continues to function, yet they do not realize, or else they do not care to recall, how the League has suffered in its progressive road as a result of this apathy that manifests itself.

The League is once more being lulled into that serene apathy that seems to border on helplessness. Of course, the attitude is somewhat isolated in cases, but like a malignant disease it can and will spread until the whole is contaminated and then the work must be given a fresh start. Because of the work that the League has cut out for itself, during the past few months, the repercussions of this work, and the expectancy of the people who hopefully wait for the results, no situation must be allowed to manifest itself in such a way as to cause the abandonment of this work in order to concentrate efforts on the

reawakening and reorganization of the ranks of the League.

For the benefit of the diehards who fail to discern any danger and who interpret apathy as cautious procedure rather than negligent interest, it would be well to point out but a few instances that are typical of prevailing attitudes. At the Texas State Lulac Convention in San Antonio opposing sides debated on whether or not the League was big enough to protest the importation of alien Mexican labor into Texas, and this in view of the fact that such protest is intended to protect the economic status of Latin-Americans here. "We are too small to make much noise," they said, forgetting that it is the small ones who must make the noise in order to be noticed by the large ones. "We will endanger the League," they also said, not realizing that if the League shows fear of danger its power is lost and its leadership of no value. People do not follow, nor do they respect leaders who cower at danger.

But this is not all. Apathy has been demonstrated very aptly by the somewhat negligent response to the appeals for the Organizer General's Fund, and in Texas to the appeal for the fund to combat scholastic segregation. Both are projects that will result in better organization and growth for the League and in the bringing about a situation that may well pave the way for victory in the Aims and Principles of the League. Going still farther we find that some of the work approved at the National Convention other than the above has not gone into effect. What of the constitutional amendments and some of the resolutions that are still pending action? Does a cut and dried approval by the General Assembly need further cautious study, or is it just plain apathy on individuals' part? What of the appeals of the smaller councils to the League for help, guidance and counseling? What of the failure to increase the scope of territory and membership of the League? What about the individualistic striking out of councils on their own without thought of the fact that they are only a fractional part of a whole? What of the hesitancy to investigate and act on situations that demand the vigilance of the League? Why the hesitancy to speak against acts that plainly ignore or insult those that the League represents? Yes, why all this hesitancy, this camouflaged fear of jeopardization, and this tempered activity by the League? Is it cautious procedure or a downright negative interest?

In view of the above statements can there be any doubt in the mind of anyone that the League is slowly but surely being engulfed by a wave of apathetic feeling, — a feeling that can easily retard the League if not ultimately destroy it?

Member
HERBERT CONTRERAS
**GULF SERVICE
STATION**

2224 W.Commerce St. B-3-1623
SAN ANTONIO, TEXAS

Compliments Of
Assistant District Attorney
M. C. GONZALEZ

Member
SAN ANTONIO, -:- TEXAS

GILBERT FIERROS
and his
TROPIC-AMERICANA
ORCHESTRA



PLAYING ALL OVER THE AMERICAS
231 Dunning Ave. K-7262
SAN ANTONIO, TEXAS

**THE NACIONAL
ZARAGOZA
GUADALUPE &
MAYA Theaters**

Extend to all LULACS a cordial
invitation to visit these
Show places

Where MEXICO'S CINEMA is
delightfully combined with the
best HOLLYWOOD PRODUCTIONS
For the enjoyment of its many
thousands of
LATIN-AMERICAN PATRONS

TEXAS JEWELRY CO.

Headquarters for FINE
DIAMONDS — ELGIN — GRUEN
BENRUS and HELBROS Watches
E. A. ARREDONDO, Prop.
122 W. Houston St. G-9783
721 W. Commerce St. F-8773
410 W. Houston St. F-9093
SAN ANTONIO, TEXAS



--- TRY IT ---

One Large Bottle \$1.00
Three for \$2.50
Postpaid anywhere
Cash with Order

Beauty Products Co.
511 W. Houston St.

San Antonio, -:- Texas

★ SAN ANTONIO LULAC COUNCIL ★

By FRANK JASSO



To some of you, whose only acquaintance with the San Antonio LULAC Council has been through these annual sponsorings of the LULAC News, we will briefly summarize the multi-facet civic program that this civic group has carried since it was chartered on June 1, 1931.

First of all, for the 200-odd members, the organization means a lot of work. It requires the expenditure of more time than we could comfortably allow ourselves. It constantly demands that we be on the alert for current events affecting the American citizens of Latin-American extraction, and the scanning and interpretation of headlines, trends, political actions, and employment opportunities for Latin-Americans.

Why, then, do we bother?

Primarily, we believe it's because we Lulackers want to stick together, and we know that unless we have some binding purpose, it is downright impossible. Our hurly-burly business and job existence fences our social relationships to some extent. Then, too, conditions are constantly changing for most of us. Some are World War II veterans, newly-married and busy with their new homes; other have begun the launching of careers; still others have returned to school. It is obvious that unless some campaign was undertaken, this powerful element would drift completely apart. LULAC is the right answer.

We like LULAC because it is the organization in which we feel most at home. We selected it because its entertainment and social program means more than having a swell dance, a gay time, or an occasion to show off. Anytime LULAC sponsors something in San Antonio it means that the proceeds of the affair goes to a worthy cause and not into the coffers of some scheming promoter,—and there are still lots of them ready to prey, if you give them a chance. Whenever LULAC sponsors the annual Lulac vs. Pan-American Optimists baseball contest, rest assured that the LULAC Scholarship fund gets its full share. And one project dear to the hearts of every Lulacker is that of higher education.

Many of us are sharply conscious of the problems of inter-cultural relations. We in San Antonio have an intellectual awareness of the problem through programs created by our Program Committee. In some of the lectures that the San Antonio Council has presented we come face to face with prejudice in such a way that the problem becomes meaningful to us. It is something that we as American citizens of Latin-American extraction have to constantly fight, and LULAC gives us that "something" to fight with.

Probably, you are also aware of the other phases of the San Antonio LULAC program that offers stimulating activity for practically anyone who desires to avail himself of the opportunity. The San Antonio Lulackers actively participate in civic, health, political and Community Chest affairs. President Rudy J. Peña, has been named head of the Pan-American Division of this year's Community Chest Drive. Our Secretary, Severino J. Martinez, is one of the "key men" in the Social Hygiene Council of San Antonio. Sports Chairman John A. Esquivel is widely known in amateur sports circles in Alamo City; Our LULAC Texas Governor Raoul A. Cortez is very active in the Knights of Columbus; and other San Antonio civic affairs. E. G. Luna is authority on social work. Of course, we could enumerate more activities of other outstanding San Antonio Lulackers, but those few will suffice to give you an idea of what LULAC is and means to the San Antonio Latin-American Colony.

(Continued on Page 21)

CASA GRANDE

Mexican Restaurant & Bakery

— Good Food —

We specialize in pastries, rolls and
Mexican sweet bread & cakes

824 S. Brazos St. San Antonio, Texas

MEMBER NATIONAL RADIO INSTITUTE

Guarantee Radio Shop

MANUEL FLORES

LULAC MEMBER

B. 3-0909

111 Water St. San Antonio, Texas

EVERYTHING IN FURNITURE

Member



ACUÑA

Furniture & Music Store

1329 W. Commerce St. G-9344 - 9345
SAN ANTONIO, TEXAS

ALAMO CREAMERY

"Dairy Products at their Best"

JULIAN ESCOBEDO, Prop.

2203 W. Salinas St. G-3443

SAN ANTONIO, TEXAS

Member

JOE M. GOMEZ

Architect & Engineer

Designs, Estimates, Surveys,

Construction Supervision

337 Bedell Bldg. C-7653

Res. L-2-9045

SAN ANTONIO, TEXAS

Member

SANCHEZ STUDIO

MATRIMONIAL PORTRAITS

FAMILY GROUPS — BABIES

PICTURES TAKEN AT STUDIO

OR AT HOME

419 W. Houston St. G-9812

KCOR

Pan-American Radio Station

1350 KC

Calcasieu Building

R. A. CORTEZ, Owner

Lulac Regional Governor

SAN ANTONIO, TEXAS

FLO-WYN DISTRIBUTING, Inc.

Beauty Equipment & Supplies

Distributor of Helene Curtis

Products

ERNEST VALAGUE

Member

516-18 So. Presa St. F-9223

SAN ANTONIO, TEXAS

The Committees--The Heart Of San Antonio Council

By FRANK JASSO



It is said that the essence of the success of any undertaking is team work, — co-operation and understanding among individuals. In that respect the San Antonio LULAC Council is very proud of twelve strong branches of activity that truly form the heart of LULAC in San Antonio, because through the efforts of these twelve understanding groups the organization as a whole reaps the benefits of concentrated efforts of an active membership.

Bro. John A. Esquivel could easily qualify for a "Doc" degree in LULAC circles since he, as chairman of the Sports and Social Events Committee, is the one that supplies that spark that "whoops" the organization into shelling out the shekels for some fund-raising affair. His committee has successfully put over "La Feria de las Flores," LULAC vs. Optimists ball game, the Installation of Officers Banquet, and the recent State LULAC Convention, — all the fetes leaving a substantial cash balance for our San Antonio Council. Fund-raising plans are available upon request from Bro. Esquivel and his shock-troopers.

On the top rung of activity, "hubbing" the activity of the Council, is the Program Committee that is headed by Bro. E. G. Luna, one of our most active "brain trusts" of the organization. The function of the committee is to prepare and outline programs of civic, health or social welfare interest.

In cases of discrimination, our Better Race Relations committee takes an active part in solving and eradicating any tendencies to establish discriminatory practices among our fellow Americans on account of race, religion or social position. Bro. Manuel Flores heads this important committee, aided by Bros. Gabriel Vielmas and John Navarro.

Boastfully we say that our Scholarship Committee is the "showcase" group that we like to display at all times. This "team" is in charge of awarding college scholarships that are obtained through the efforts of the Sports and Social Events committee who promote dances and the annual LULAC vs. Pan-American Optimists ball game. The Scholarship Committee is headed by Bro. Manuel J. Gonzalez, and includes Bros. Ruben Munguia, Herbert Contreras and Severino Martinez. It interviews, "screens," and decides on the prospective lists of worthy high school graduates meriting a LULAC scholarship award.

Bro. Gus Garcia is very active in the Educational Committee, having many a hotly-worded conference with local educators, civic leaders and business men arguing better educational outlook for Latin-American scholars. Recently, and together with Bros. Raoul A. Cortez and Albert U. Treviño, Bro. Garcia journeyed to Austin to a special meeting in which Texas Attorney General Price Daniel asserted that no school district in Texas will be allowed to segregate Mexican students from others.

Bro. Joe Olivares and his crew of E. G. Luna and Severino Martinez fight the campaign for better school facilities on a local level as members of the Better School Facilities.

Bro. Lauro L. Lopez has been actively campaigning against unscrupulous real estate practices barring Latin-Americans from buying homes in restricted areas, which is one of the many problems tackled by this branch of LULAC civic action, as head of the Civil Rights Committee.

Keeping San Antonio Lulackers informed in the latest trend of youth welfare agencies is Bro. Manuel C. Gonzalez, chairman of the Boys' Committee for the group.

(Continued on Page 20)

DAVE'S USED CARS

DAVE HERNANDEZ, Owner
Member

1508 Broadway

G-5041

San Antonio, Texas

FOR QUALITY SHOE RE-BUILDING

HIGHLAND PARK SHOE SHOP

J. JESUS CORDOVA, Prop.

1705 S. Hackberry

Ken. 7631

CORTESIA DE

EL PATIO ANDALUZ Y SALON TEA

ANTONIO VALENCIA, Prop.

1916 W. Commerce St.

Wallie's Flowers Shop

Whatever the Occasion, it's Best
Remembered With Flowers

217 No. FLORES ST.

Phone: F-3044

Night G-0879

Mr. & Mrs. Wallie Perez, Owners

Time to Re-Pete at Pete's

Pete's Liquor Stores

Whiskey — Gin — California Wines

Whiskey at Wholesale Prices

Oficina 217 Soledad St.

No. 1—616 W. Houston _____ B-3-0630

No. 2—217 Soledad _____ C-0137

No. 3—823 W. Laurel _____ P-2-0134

No. 4—2716 S. Flores _____ B-3-0115

RUDY J. PEÑA

Member

Real Estate

510 W. Houston St.

SAN ANTONIO,

TEXAS

SAN ANTONIO WINE & LIQUOR CO.

State Distributor for

ROYAL CROWN CALIFORNIA WINES

JOE ALVARADO

(Member)

715 So. Comal St.

F-8560

San Antonio, Texas

★ STATE CONVENTION FEATURES ★

By FRANK JASSO



RAOUL A. CORTEZ
Regional Governor

The League of United Latin-American Citizens closed its two-day Texas State Convention, September 20 and 21, at Bolivar Hall in picturesque La Villita in San Antonio with strong recommendations for promotion of better citizenship among American citizens of Latin-American extraction.

Stern action was urged on opening the membership ranks of LULAC to other groups, with most of the business sessions centering on the re-affirming of resolutions presented at the Santa Fe Convention in June. LULAC Texas Governor Raoul A. Cortez, presided at the state meeting.

The convention that was attended by delegations from the principal cities of Texas went on record against the exploitation of alien labor, demanding fair labor practices for more than 119,000 alien Mexican workers now in Texas, and, who in turn, according to a strongly-worded resolution adopted, "are lowering the standard

of living of workers already in Texas." The Resolution was sponsored by Bro. Macario Garcia of Council No. 60 (Houston), and Sister Helen Prado of Council No. 27 (Austin).

While not necessarily wishing to remedy the failure of Governor Beauford Jester of Texas to nominate an American citizen of Mexican extraction to the new Texas Good Neighbor Commission, the LULACs went on record as "protesting against the failure of the Governor of the State of Texas to appoint any citizen or citizens of Latin-American descent, as members of said Commission." The resolution was jointly sponsored by Delegates Macario Garcia of Council No. 60 (Houston), and Sister Mrs. Mary C. Sanchez of Council No. 26 (Corpus Christi).

It was also decided that the Latin-American civic group would carry out a comprehensive educational campaign in a resolution jointly submitted by Bros. Ike Martinez of Council No. 12 (Continued on Page 22)

**M. P. WOODWORK
MFG. CO.**

P. BARRERA, Owner
(Member)

5072 W. Commerce St. B. 3-1284
SAN ANTONIO, TEXAS

RESTAURANT

CASA BLANCA

Platillos Genuinamente Mexicanos

J. R. NUREZ, Mgr.

B-30653 617 W. Houston St.
SAN ANTONIO, TEXAS

**QUALITY BROOM
FACTORY**

ERNESTO GARZA, Prop.
(Member)

1114 Buena Vista St. G-2079
SAN ANTONIO, TEXAS

**LA VENCEDORA
TORTILLA FACTORY**

Tortillas for Tacos & Enchiladas
Machine Made Tortillas
Absolutely Sanitary-Fresh Daily

312 Buena Vista St. G-0902
SAN ANTONIO, TEXAS

**SOUTHERN MATTRESS
FACTORY**

FIDEL FLORES, Mgr.
(Member)

121 Hedges G-9610
SAN ANTONIO, TEXAS

PRINCESS

MILK AND ICE CREAM
"Quality Dairy Products"

APACHE CREAMERY
MANUEL J. GONZALEZ, Mgr.
(Member)

819 N. Zarzamora St. San Antonio 7, Tex.

**EAGLE RADIATOR
WORKS**

J. A. ESQUIVEL, Mgr.
(Member)

Radiators Repaired & Rebuilt
801 N. Zarzamora St. G-4422
SAN ANTONIO, TEXAS

**PENNER'S CLOTHING
STORE**

"The Store for Well Dressed Men"

701 W. Commerce St. F-9981
SAN ANTONIO, TEXAS

PIONEER LULACS

By FELIPE VALENCIA



NOTE:—Since we are dedicating this issue to one of the most active founders of our organization, the late Mauro M. Machado, we have requested Felipe Valencia, the first Publicity Director of LULAC and editor of Lulac News, to take us back to mem'ry lane as a tribute to all the pioneers in the LULAC cause, who together with Bro. Machado opened a noble task for us to follow.

It was way back when the Lulac organization had about eight councils, that I joined the League of United Latin American Citizens.

Before this time, I had often wondered if the rights of our people for a rightful existence would ever be championed by some worthy organization. LULAC not only was the answer to my dreams, but there I met zealous men that were not mere dreamers, but were giving all 100% to the work of the league

There and then it was that Tom Garza of the locals organized his famous LULAC FLYING SQUADRON, and on Sundays, instead of enjoying other pastimes, Tom and Adolph Garza, M. C. Gonzales, Frank Leyton, Johnny Solis, Mauro Machado, Jake Rodriguez, Henry Canamar and others would fly in one or two flivvers all over the countryside organizing councils. At the same time such stalwarts as Attorneys Jose C. Canales, of Brownsville and Alonso Perales, and Ben Garza, first President of LULAC, Andres de Luna, Marin and other Corpus Christi Lulacs were very active in spreading the Lulac Doctrine and in defense of our people. Soon towns like Ozona, Sonora, Seguin, San Angelo, Premont, Del Rio, Eagle Pass, Laredo and many others entered the Lulac Fold.

Hearing such wonderful reports of the Flying Squadron at the Friday meetings of the San Antonio Council, and because of the wonderful work being done by M. C. Gonzales, Canales, Perales and Clemente Idar, I became very enthused about Lulac and the idea of trying to help our people. I felt that all my thoughts were being absorbed in the work, and became imbued with the spirit of Lulac, that feeling which has become known as LULAC SPIRIT.

Soon, in my spare time I was mimeographing "LULAC NOTES" on Nato Quintanilla's mimeograph machine, and on Fridays I would take the mimeographed pamphlets to the meetings, there to be distributed to the members and also sent to the different councils.

Then it was that noticing the success of Lulac Notes, I planned and began to edit and publish "LULAC NEWS" in the form of a small monthly magazine, and thanks to the help of the councils, the ads of local business men, and literary contributions of fellow Lulackers, "LULAC NEWS" progressed and lived to propagate the Lulac Doctrine among the Latin American people. In this work, I had the honor of being elected the First Lulac Director of Publicity and Editor of Lulac News, an honor which I deeply appreciate. I am very glad that I did my bit towards propagating the work of LULAC for the benefit of our people.

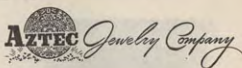
Such was the beginning of the tremendous strides and progress of LULAC. Now, not only the cities and towns of Texas, but New Mexico, Arizona, California and Colorado have come into the fold.

As I sit back in my chair and read of Lulac doings, Conventions, the Good Neighbor Commission, University students' interest in our problems, our educational problems and scholarships, the many fine men of our descent taking part in the work of Lulac, the many of our members and men of our origin figuring so prominently in the world of affairs and in professions, and above all, hearing the word LULAC as a household word, makes me feel that the work, the hand, and influence of LULAC is behind it all.

(Continued on Page 22)

**GENE IRVIN'S
TEXACO SERVICE**

FAST BATTERY & TIRE SERVICE
2002 Nogalitos St. L. 2-0163
SAN ANTONIO, TEXAS



Member
SAN ANTONIO, TEXAS

Drink and Enjoy

Coca-Cola

"The Pause That
Refreshes"

San Antonio
Coca-Cola
Bottling Co.

123 LaFitte St., San Antonio
Phone Garfield 4256



**The Volunteer Life
Insurance Company**

J. Wylie King
General Agent
Marcos Zertuche
Special Representative
901-5 Majestic Building



SAN ANTONIO, TEXAS

Phone Cathedral 1265

**LUCHESE REALTY
COMPANY**
REALTORS

Sales — Insurance — Loans
Property Management

330 West Commerce St.

Tel. Gar. 0761 Free Delivery

Alamo Poultry Place

C. LOZANO, Prop.
LIVE AND DRESSED POULTRY

Wholesale and Retail
207 So. San Saba St. San Antonio 7, Tex.

College Of Surgeons Selects Dr. Jose Maldonado As Fellow



SANTA FE—Dr. Jose Maldonado, prominent Santa Fe physician and surgeon, member of the Santa Fe city council and school board, has been chosen a fellow of the International College of Surgeons. He will appear in cap and gown to receive his degree at ceremonies to be held at the College of Surgeons in Chicago on Sept. 30.

Next year's convention of fellows of the International College of Surgeons will be held in Rome, Italy. At that time Dr. Maldonado hopes to have the privilege of a private audience with Pope Pius XII.

Dr. Jose Maldonado was born in San Luis Potosi, Mexico, in 1904. Ten years later the family was forced by the revolution to seek refuge in the United States. The family resided in Kansas City, while the doctor continued his education in a boarding school in Dubuque, Ia., and then at Northwestern University, Evanston, Ill. After graduation from the medical school in 1931, he served his internship in New Orleans at Hotel Dieu hospital, which is under the supervision of the Sisters of Charity of St. Louis, Mo.

In 1935 Dr. and Mrs. Maldonado, the former Rafaela Hinojosa, moved to Santa Fe. He served in the medical corps of the United States army in the past war, and at the time of his discharge held the rank of lieutenant colonel.

At the annual convention of the League of United Latin American Citizens, Dr. Maldonado was elected president general.

What Is An American?

By MANUEL FLORES
San Antonio Council 2



Anyone born in America is an American as is anyone who comes to this country and becomes a citizen, assuming all the rights and duties that come with that citizenship, but more than that, an American accepts the principle of Americanism which is an impartial democracy for all races and creeds that compose this great country of ours.

The seed of Americanism should be planted in the hearts of our youngsters early in life, mainly in school where friendships and ideals ripen into the fruit of good citizenship by erasing from the minds of our children such unimportant things as color, creed, or descent. The only thing that will make us true Americans is something in our heart to make us really love our neighbor enough to let him share the right to equal opportunity and freedom, the spiritual and physical birthright which makes us true Americans whether white, black, yellow, or red.

The contemptible signs of un-Americanism are the scorn and hate exercised by some for those who speak a foreign language. Little do they realize the circumstances behind the speaking of this foreign language, or the fact that these foreign language-speaking individuals may be bi-lingual and the richer for it. This scorn and hate not only brands the un-American, but the ignorant and the intolerant as well.

(Continued On Page 20)

F. DE LOS SANTOS

Furniture Store

Member

1219 W. Commerce St.

F-5208

525 So. Laredo St.

C-1842

SAN ANTONIO, TEXAS

ALBERT U. TREVINO

Attorney at Law

Member

505 Dolorosa St.

C-7114

SAN ANTONIO, TEXAS

COURTESY OF

SALDANA AND GARZA

Pearl Beer Distributors

F-9273

(Member)

630 S. Medina St.

San Antonio, Texas

COMPLIMENTS

THE ANGELUS FUNERAL HOME

HENRY A. GUERRA—Member

“Dedicated To Service”

902 W. Houston St.

G-1461

San Antonio, Texas

MUNGUIA PRINTERS

Old-Time Craftsmanship
With Modern Equipment
RUBEL MUNGUIA, Mgr.

2905 Saunders Ave.

G-1930

SAN ANTONIO, TEXAS

Compliments

ESQUIVEL FLOORING COMPANY

Floors Cleaned & Wax Refinish
Out of Town Service
All Work Guaranteed
22 Years Experience
J. E. ESQUIVEL, Mgr.

153 Wingate Ave.

G-4952

SAN ANTONIO, TEXAS



Civic leaders that attended testimonial dinner honoring Father John Birch, July 19 given by the San Antonio Lulacs included the above, reading from left to right: Joe Oliveras, Lulac Council No. 2 trustee; Henry B. Gonzalez, executive secretary of the Pan-American Progressive Assn.; Florencia Flores of Committee of 100; Manuel D. Leal, president of the San Antonio Mexican Chamber of Commerce; His Excellency Most Reverend Robert E. Lucey, archbishop of San Antonio; Father John Birch; Rudy J. Peña of the San Antonio Lulacs; Reverend Thomas J. Drury, successor to Father Birch; E. A. Arredondo, president of the San Antonio Pan-American Optimist Club; Alonso S. Perales, consul of Nicaragua and one of the founders of Lulac; Anastacio P. Sanchez, treasurer of the San Antonio Lulacs and executive officer in the San Antonio Knights of Columbus; Juan Hidalgo, lay wroker in the San Antonio Bishop's Committee for the Spanish Speaking.



Dr. Aureliano Urrutia, well-known San Antonio surgeon, addressing the guests of the San Antonio Council at the recent State Lulac Convention held in the Alamo City, Spetember 20-21. The banquet held in the Aurora Apts. was one of the hightlights of a most-successful state meet.

SKITS AND BITS

(All About You and Me)



Gus Garcia could easily open a dancing studio, his rhumbas and paso dobles were terrific. Veloz had better look to his laurels.

* * *

Past President General Arnulfo Zamora was well provided with a man-sized bottle at the dance. Rumors have it that it took two bowls of menudo to counteract the bottle.

* * *

Regional Governor Raoul Cortez completely enjoying the vicissitude of the evening as compared to his consternation of the day. Wine, women, and music do alternate situations and circumstances.

* * *

Bros. Pinedo and Donley of Austin intent on dancing with the same girl. Neither would give in, and the dancers swayed on. Who won? Ask them individually.

* * *

Bro. Ike Martinez of Laredo taking it all in at the dance and nary a thought about the broken leg. Pains and handicaps are secondary when the mind is pre-occupied, or is it the eyes.

Premature perhaps, but rumors are flying thick and fast that the famed Pacifier of Council 12 is thinking of throwing the well-known Stetson into the ring for the presidency of Council 12, come next January. The self-styled ex-cow-puncher from Aguilares way is certainly lassoing an enviable niche for himself.

* * *

Be Wiser Than Other People If You Can, But . . . Do Not Tell 'Em So — could easily describe our fran' Rudy J. Pena, prexy of the San Antonio Council in the way he handles the heavy tasks of presiding officer of Lulac, manager and treasurer of the San Antonio Mexican Chamber of Commerce, and headman of the Pan-American Division of the 1947 Community Chest Drive. And he gets results.

Bro. Manuel Flores of San Antonio Council No. 2 trying to make up his mind as to which council deserves his greatest loyalty. He attends Lulac meetings in Laredo on Mondays and San Antonio meetings on Fridays. Talk about about being imbued with the spirit, he is saturated.

* * *

Our Secretary Severino Martinez, Sr., a very elated father after witnessing the first recital given by his son, Emil, who will study bel canto at the Mexico City Conservatory of Music.

* * *

"Leave it to me" Marcos Zertuche, as Seeing Johnny calls him, was present at the banquet of the convention. According to Johnny, Bro. Zertuche is Council 2's banquet Lulac.

* * *

While flying down Houston Street our Carrier Pigeon espied Bro. Johnny Esquivel traveling along all bedecked in riding togs but minus the horse. He probably parked it at Alamo Plaza.

* * *

Bro. Johnny Herrera of Houston quite the demure delegate at the convention, and this in spite of the elongated Packard he is supposed to have sported to San Antonio. Incidentally, the still popular Congressional Medal of Honor winner, Bro. Macario Garcia, was a delegate from Houston with Johnny, and quite a Lulacker that he is getting to be. Could be Johnny's demureness is the result of Macario's influence.

* * *

You're "write" when you sign up members to the San Antonio Council. October membership drive has as prizes beautiful pen and pencil sets—a choice of Parker 51s, Eversharp or whatever make the brothers prefer.

* * *

On this October issue sponsored by San Antonio Council we should like to sing "Happy Birthday" greetings to Prexy Peña, Oct. 13, Music Maestro Eduardo Martinez, Oct. 13, and Regional Governor Raoul A. Cortez, Oct. 15.

(Continued on Page 22)

The Trends Of The Times

By IKE MARTINEZ



I have just returned from a regional convention called by Regional Governor Raoul Cortez and held in San Antonio on Sept. 20 and 21st. From all stand-points the convention was most successful, and much that is beneficial to the League was accomplished.

In this convention one could readily see the caliber of the men and women that took part, and the high ideals and resoluteness of their purpose. Good Lulacs all, and all with the same goal,—trying very hard to accomplish something that would benefit our people. One could hear speeches with eloquence delivered by lawyers that are respected and revered in their profession, talks by men in various lines of endeavor, and talks by women that are interested in seeing that the new generation be more capable and efficient.

In fact, you could see the sincerity of purpose in all and the willingness to further the good work so far accomplished. All had left their homes or their businesses and traveled many miles to be present. A fact which in itself is a testimonial to the interest that carried them there. There was no personal gain, no self glorification, only the thought that as a whole something would be accomplished, and this is enough reward for any person who considers himself a Lulac, and is proud to admit it.



MISS MARY ALICE LEAL

One of the social highlights of the recent State LULAC Convention held in San Antonio, was the Anniversary Ball of Club Social Almeria, with the LULAC delegates and friends as "house guests" of the feminine group headed by Miss Mary Alice Leal.

FELLOWSHIPS FOR STUDY IN ARGENTINA

The Institute of International Education has been asked by the Argentine National Cultural Commission to assist in the selection of two United States graduate students, who will receive fellowships from the commission for ten months' study in Argentina. Fellowships will run from March 1 to Dec. 31, 1948, and will provide round-trip travel plus 5,000 Argentine pesos (about \$1,250 at current official exchange rates). The conditions established by the Cultural Commission specify that the recipients of the fellowships shall be graduate students and research workers of recognized standing in the arts, humanities, natural sciences or social sciences, whose work under the fellowship will be of positive benefit to the cultural development of the United States and Argentina. They must be native-born United States citizens over 25 and under 45 years of age and must have a working knowledge of Spanish. Each fellowship holder will be required to have a specific objective and to submit a report every two months as well as a general report at the end of the fellowship period. For details address the Institute of International Education, 2 West 45th Street, New York 27. Applications must be in the hands of the Institute before Oct. 31, 1947.

Hero Comes Home



Hurler Chito Bettancourt rates many a hearty slap on the back from his fellow Lulackers since he hit the twisting fly ball that scored the winning two runs in the last of the ninth which promoted the San Antonio Lulackers to its third straight annual victory over the Pan-American Optimists in "game" held Aug. 28 at the Mission Stadium. Winning tally was 5-4. The Lulacs had gone into the ninth with a 4-3 count. Proceeds of the affair went to the Lulac scholarship fund, while the Optimists share went to their boys' work.

Player's Pause



Cooking up diamond plays and "sinister" strategy between innings are Lulackers, Johnny L. Sanchez, chief spy Albert U. Treviño wearing an Optimist uniform; Joe Martinez, Max Martinez and Mayordomo John A. Esquivel.

THE COMMITTEES—THE HEART OF— (Continued from Page 9)

To represent LULAC in hearings on matters of community importance and in which Lulac feels it can participate within the purposes it has defined for itself, the Social Action Committee is always ready to render service. Bro. A. P. Sanchez heads this public relations committee.

To keep Lulacs informed on what is being done or needs to be done by the city in matters of health and sanitation, the Health Committee, under the vigilant guidance of Chairman Bro. Severino Martinez is always ready to render service and is well regarded in the city's welfare circles.

The never-ending job of recruiting new blood into the San Antonio LULAC files is the duty of the Membership Committee that is headed by Bro. Raoul A. Cortez.

To keep Lulac in the public eye, to supervise good public relations, to foster better understanding within the council and to instill a strong spirit of Lulac activity, besides working understandably with all the committees and officers, is the assignment of Bro. Frank Jasso, publicity chairman, who has been greatly aided by Bro. Frank Trejo, staff writer of San Antonio Light, Bro. Raoul A. Cortez of Radio Station KCOR, Virginia Cardenas, executive secretary of the San Antonio Council, and the San Antonio press.

Working faithfully, with the utmost of cooperation by the rest of the membership, the San Antonio Council has grown and continues to progress for the social and civic betterment of the Latin-Americans in San Antonio.

WHAT IS AN AMERICAN?—

(Continued from Page 15)

It is disheartening to find at our very doors, communities where the hated Nazist and Fascist ideals still flourish, encouraged by certain elements of greed and hate, in political ambitionists who in this manner wish to create their own private empires. Americanism is not Klanism, Columbianism, Bundism, or other trouble-making isms which embarrass us in the eyes of a democratic world.

We must all share in that vision which inspired the founding of this great nation. Only if we believe in true democracy and practice it shall we prove out true Americanism, and warrant the title of American.

LAREDO AND SAN ANTONIO DELEGATIONS



San Antonio and Laredo LULAC delegations at the Governor's Mansion with Governor and Mrs. Thomas J. Mabry of New Mexico, during the National LULAC Convention at Santa Fe in June. Reading from left to right, front row: John A. Esquivel, Lt. Governor of New Mexico, Hon. Jose Montoya, Governor of New Mexico, Hon. Thomas J. Mabry, Alfredo Garza of the Laredo Council, and Raoul A. Cortez. Second row: left to right, Mrs. John A. Esquivel, Mrs. Rudy J. Peña, Mrs. Mabry, Mrs. Raoul A. Cortez, Severino Martinez and Marcos Zertuche. Third row: left to right Manuel Flores, Rudy J. Peña, Frank Jasso, Mrs. Ruben Munguia, Ruben Munguia and a lady unidentified.

SAN ANTONIO LULAC COUNCIL— (Continued from Page 7)

The Alamo City Council enjoys the distinction of having had more than its share of national presidents of the organization, and more than its share of brothers who were founders of the group.

LULAC in San Antonio remains non-political but as citizens the membership participates freely and actively in local political issues, bearing in mind the general welfare of our people.

Our active Brother, Manuel Flores, has already started the drumming of the "Pay Your Poll Tax" Campaign that will end January 31. Outstanding in the San Antonio program is the "Know Your City" civic activity that includes

planned lectures, exhibits, tours of inspection of local government and civic agencies.

We do not believe that we err in assuming that the motivations of other brothers are the same as our own. In short, we in San Antonio like each other, are cognizant of our mutual problems as Latin-Americans, are willing to do a socially purposeful job, and thusly, have an active LULAC Council.

Because of the strong "WE" feeling that your San Antonio Lulackers have already built, because of the potent and live organization we have already become, we are anxious for our other LULAC Councils to know us better with the aim of presenting to the large number of civic minded men and women of Latin-American extraction a picture of the opportunities that we in San Antonio have been offered to serve LULAC.

STATE CONVENTION FEATURES

(Continued from Page 11)

(Laredo), and E. D. Serna of Council No. 56 (Raymondville). Noting that there is a dire need for betterment of educational facilities for children of Latin-American descent in Texas, the resolution calls for certain measures to be undertaken to improve conditions and facilities for said scholastics. The crux of the action is that each Texas LULAC Council is directed to make a special contribution to a school improvement fund hereby created, and which will be administered by Bro. Dr. George I. Sanchez of the University of Texas as trustee.

It was also resolved to have a concentrated campaign to urge and instruct the people of Latin-American extraction to acquire poll taxes for a more active civic participation. The resolution was jointly sponsored by Bros. Raymond Donley, Jr., Mack Martinez and Frank M. Pinedo of the Austin Council.

Solving discriminatory practices on a local level with well-founded data and surveys was recommended to the LULAC leaders attending the convention.

Among the outstanding features of the Convention was an address heard from Dr. John L. McMahon, president of Our Lady of the Lake College, San Antonio, who, on an opening day address, spoke on conditions in Europe as compared to the problems of the minority groups in this country. Dr. McMahon, was one of the several educators included in a group that recently flew to Germany to study the educational and social conditions of that country. Dr. Aureliano Urrutia, Sr., widely-known San Antonio surgeon, also spoke at the convention banquet held at the Aurora Apartments on "Opportunities in America." The LULAC delegates and guests were entertained by the Almeria Social Club at its anniversary dance held at the Crystal Ballroom of the Gunter Hotel, and was one of the social highlights of the state meet. The Lone Star Brewery was host at a noon-day luncheon held at the Lone Star patio, at which time an entertainment program was desecimated and barbecue lunches were served. Lone Star's special representative, Bro. Manuel D. Leal, was master of ceremonies for the occasion.

Bro. Rudy J. Peña, president of the San Antonio Lulacs, headed the convention committee for the host council, which included Raoul A. Cortez as co-chairman; Frank Jasso, secretary, and A. P. Sanchez, treasurer.

The entertainment and reception committee headed by Bro. John A. Esquivel was really on the proverbial "ball" with entertainment and hospitality. Included in the committee were Bros. Bennie J. Cantu, Manuel D. Leal, Max Martinez, Carlos J. Contreras, Henry Castillo, John L. Sanchez, Manuel J. Gonzalez, Alvaro Baeza, Phil V. Blakely, Albert Coppel, Edmund Galvan, Pete Ramirez, Pete Toscano and Bruno Villarreal.

The "advance agents" on the arrangements committee were Manuel Flores and Damaso Olivares. Greeters at the convention were Joe Olivares, Frank Trejo, Jr., Joe Buenrostro and Leo Rodriguez.

SKITS AND BITS

(Continued from Page 18)

In our Touring Lulackers' section Bro. Frank Leyton while praising the skyscrapers of New-yawk, still feels that there's no place like San Antonio to breathe free air and good old plain water. . . Bro. Joe Olivares resting from the civic club circuits with a sojourn to Monterrey . . . Bro. Tomas A. Acuna back from Acapulco, Mexico City and points in between after a thrilling two-week trip.

* * *

San Antonio Lulacking Orchestra Leader Gilbert Fierros will be featured in a rotogravure picture layout in the Magazine section of the San Antonio Express surrounded with dazzling senoritas in typical Mexican costumes. Mrs. Fierros and Frank Jasso were responsible for the deal. Frank having asked Mrs. Fierros to round up the gals and some charros for a publicity request that wound up with use of husband Gilbert due to shortage of photogenic charros.

PIONEER LULACS

(Continued from Page 13)

It is men like MAURO MACHADO to whose memory this issue of LULAC NEWS is dedicated that are responsible for the present promising future of our people and the success of LULAC. I can well remember Mauro as the untiring champion of our people; always the hardworking Lulacker and ready to go on organization work; ever interested in Lulac workings, doings and problems of our people. His death has been a great loss to LULAC.

As for myself, I am deeply proud that in my humble way, and with my little bit, I have contributed to the work and success of the LULAC. I can only say to these fine men that compose the League of United Latin American Citizens, as I stated in an article in one of the earlier issues of LULAC NEWS, — "ONWARD LULAC SOLDIERS".

HOTEL CONTINENTAL

100 Rooms Neatly Furnished

Private Baths --- Fans

Weekly Rates

En El Centro de Todo en San Antonio

JOE OLIVARES, Mgr.

Member

722 W. Commerce St.

Tel. G-5395

SAN ANTONIO, TEXAS

MAX MARTINEZ

Member

FUNERAL HOME

EMERGENCY AMBULANCE SERVICE

2015 W. Martin St.

G-6281

SAN ANTONIO, TEXAS

MEIER'S PHARMACY

(Established in 1902)

VICTOR S. ORTIZ, Pharmacist-Prop., Member

Prescriptions carefully compounded by experienced

Registered Pharmacists — Drugs — Sundries — Toilet Articles

Refreshments — Free City Wide Delivery

AIR CONDITIONED

1326 W. Commerce St.

G-0183

SAN ANTONIO, TEXAS

*Double Mellow
Double Aged*

"TAKE A BREAK"

for a cold

LONE STAR



LONE STAR
★ BEER

THE BELL CAB CO.

THE BELL CAB CO., G-1377, has been in continuous operation
under the same management longer than any other company
engaged in the cab business in San Antonio, Texas

Member Lulac Council No.2

Raymond Sanchez, President



NEW PACKARDS and CHEVROLETS