

# LA PRENSA TEXAS

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## Zarzamora

**About the Cover  
Artist**  
Victor Tello

Courtesy of Centro  
Cultural Aztlan

**Porfirio Salinas**  
Early Artist of the  
Westside

By Dr. Ricardo Romo

**Alonso S. Perales**  
San Antonio Civil Rights  
Activist and Attorney

By Dr. Cynthia E. Orozco

**Rebirth of  
Zarzamora  
Merchant's  
Association**

By Isa Fernández

**West End Hope in  
Action**  
Serving the Zarzamora  
Corridor and Beyond

By Melinda Gonzalez

# LA PRENSA TEXAS

This grass roots publication is the life source for a community that is not easily afforded viable access to diverse and accessible media. San Antonio and the surrounding counties have become accustomed to relevant news brought to them in both English and Spanish since 1913.

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## WESTSIDE DEVELOPMENT CORPORATION

The mission of the Westside Development Corporation (WDC) is to foster economic development, promote the development and redevelopment of real estate within its target area, create viable urban communities, and preserve the character, culture and history of the Westside.

The vision is a vibrant Westside community where people want to live, work, and visit.

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# Let's Talk About it...

## Westside Census

**By Yvette Tello**

*Recently, I spoke to someone with the Census 2020. They explained that if we can get true numbers on the westside of San Antonio, we could get more money for school districts and neighborhoods here. Right after this presentation, I overheard a conversation about Nirenberg and Councilman Roberto Treviño going at it for months over whether the 1.1-mile tract of Broadway extending from Interstate 35 to Houston Street should accommodate cyclists under a \$56 million project to reshape traffic patterns on Broadway. (by the way, City transportation officials have shot down the proposal) My thoughts are that their energy would probably be better spent on getting the word out about the Census. What are your thoughts? Let's talk about it...*

**Jesus Tello:**

"It's kind of hard to do the census after everything that came out for the republicants redoing."

**Noel Tello:**

"While I'm generally an advocate for limited government, the census makes total sense. Solid and accurate numbers will let us know where the focus needs to be."

**Javier Antonio Guzman:**

"Or funding under privileged schools with city grants."

**Jennifer Lara:** "Instead of bike lanes, what about the potholes all over the Westside of San Antonio that are damaging our vehicles because we live on these streets and constantly have to have the same things replaced or repaired because we have no choice but to drive on these streets."

**Angie Lopez:**

"City Council is so disconnected with the districts they represent in so many ways. Education should be a priority. We have so many schools that could use funding. This should be what they are discussing not bike lanes!"



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# About the Cover Artist

## Victor Tello

Victor was born in San Antonio, Texas on December 23. He joined the Boy's Clubs of America and learned to paint on paper plates and later continued painting at home on any paper he could find. After graduating from Lanier High School in 1964 he went to San Antonio College and studied art under masters Felipe Reyes, Eva Tempolton, and Miguel Cortinas. His paintings reflect the life of the Mexican folk art of the Mexican American people living on the west side of San Antonio. His paintings are portrayed in quilts since his mother made quilts for her church to sell. His art of quilts is made in her memory. His art has been published in the book, "Triumph of our Community: 4 Decades of Mexican American Art".



Photo courtesy of Centro Cultural Aztlan, Back Yard by Victor Tello



Photo courtesy of Centro Cultural Aztlan, Back Yard by Victor Tello

CENTRO CULTURAL AZTLAN PRESENTS: "STITCHES"  
AN EXHIBITION BY:

## RAUL SERVIN & VICTOR TELLO

**SEPTEMBER 12-OCTOBER 18, 2019**

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[www.centroaztlan.org](http://www.centroaztlan.org)

ART WORKS  
Texas Commission on the Arts  
San Antonio Area Foundation

This exhibit is made possible by the support of the City of San Antonio: Department of Arts and Culture, Texas Commission on the Arts, The National Endowment for the Arts, AKR Foundation, San Antonio Area Foundation, The Jefferson Woodlawn Lake Community Development Corporation, and the many friends of Centro Cultural Aztlan.

Cover Art Provided By Centro Cultural Aztlan. Located in the Deco Building at 1800 Fredericksburg Road, Suite 103. M-F, 9am to 5pm. [www.centroaztlan.org](http://www.centroaztlan.org)  
For more information, please call 210-432-1896.

*Stitches brings together two incredibly talented artists who have been showing in galleries in San Antonio for over four decades. This unique exhibition showcases the melting pot that has created Chicano Art. The title for the exhibit "Stitches" was chosen in honor Victor's mother, who began quilting as a young girl, and as an adult donated her quilts to her church to help her community. Victor incorporates his mother's quilting in his signature style of quilting the Chicano cultura in paintings portraying Chicano life. For Raul, "Stitches" signifies the melting pot of cultures here in the United States: "We Americans stitch music, art, food, drinks, traditions, and cultures into one national fabric."*



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# PORFIRIO

## Early Artist of the Westside



*Photo of Porfirio Salinas in the Charles Morin Collection.  
Date estimated: 1940s. Interview with Ricardo Romo*

Robert W. Wood. Wood had a studio in the downtown area and hired Salinas to stretch canvases and frame paintings. Wood was taking art classes from famed Spanish-born artist José Arpa, and likely introduced Salinas to him and other artists with similar interests. Salinas worked as an apprentice to Wood and Arpa. He accompanied the two artists as they

Painted plein-air (the open air) in the Texas hill country. According to one newspaper account, Wood had grown tired of painting the small tedious bluebonnets and hired Salinas to add bluebonnets to his paintings, paying him five dollars per painting.

Salinas learned enough from these two artists to open his own art shop in 1930. During the Great Depression he sold mostly to local residents and tourists visiting the Alamo. Before 1940, he was not well-known outside of San Antonio, as he participated in few shows or exhibitions. However, in 1939, Salinas began a lifelong business relationship with Dewey Bradford, an art supply store owner in Austin who also sold the works of Texas artists. Perhaps with Bradford's encouragement, Salinas was selected the following year for an exhibit titled: "Paintings by Texas Artists" at the J.W. Young Galleries in Chicago. His works during this time had a special quality. Jeffrey Morseburg wrote that "While some of his early works have a soft,



*Porfirio Salinas Bluebonnet painting. 1960. Hill Country scene.  
Collection of Charles Morin's Vintage Texas Gallery;  
Photo Ricardo Romo*

tonalist quality, with subtle gradations of sunset colors, most were painted in a style that fits well within the currents of the late American Impressionist style, with solid drawing and a warm, chromatic palette."

In 1943, the U.S. Army drafted Salinas, but given his age and artistic talent, he was allowed to remain in San Antonio where he worked by day painting murals on the walls of numerous mess halls and other temporary buildings at Fort Sam Houston. According to articles and books on Salinas, his art at the San Antonio military base was thought to have been destroyed when the buildings were demolished. However, in conducting research on Salinas at the McNay Museum Library, I found an old file that included a photo of a painting titled "The Alamo" that had been placed in the Fort Sam Houston Commander's of-

fice. The "Alamo" painting was indeed preserved and can be viewed in the Fort Sam Houston Museum.

After the war, Salinas returned to studio and plein-air painting. The post-war years were also the beginning of his most successful years as a painter. There is some debate as to what famous Texans bought his first painting. Soon after World War II, Dewey Bradford is said to have sold a Salinas painting to Speaker of the U.S. House of Representatives, Sam Rayburn. Rayburn hung his Salinas paintings at his home and in his office in Washington DC where they were admired by Lady Bird Johnson. She and her husband, then Congressman Lyndon B. Johnson, purchased several, as did the famed

writer, J. Frank Dobie. When LBJ became a U.S. Senator, he purchased additional Salinas paintings for his office.

### By Dr. Ricardo Romo

The famed bluebonnet painter Porfirio Salinas is undoubtedly one of the most famous personalities who lived in the Zarzamora Corridor of the Westside during the 1960s. Born in Bastrop, Texas in 1910, Salinas moved to San Antonio as a child. As an adult he resided on Buena Vista Street near the old Malt House.

Salinas grew up in an era when Texas did poorly in educating Hispanics. In

many parts of South Texas Mexican Americans were required to attend segregated "Mexican schools." Although Salinas' education may have been limited to elementary school, he enjoyed drawing and painting from a young age. At age ten, he sold his first paintings to one of his teachers.

At age fifteen, while Salinas was employed at an art supply store near the San Antonio Riverwalk, he met the English-born painter,

# SALINAS

Other than art dealer Bradford, no one did more to enhance Salinas' art career than Lyndon B. Johnson and his wife Lady Bird Johnson. The Johnsons had collected Salinas' work since the late 1940s. When Vice President Johnson succeeded President John F. Kennedy, he hung numerous Salinas paintings in his White House office, as well as at his home and Junction, Texas ranch office. In an article titled "L.B.J.'s Favorite Painter," a New York Times reporter wrote that a "Salinas canvas is a chunk of Texas instantly recognized by anyone who has plodded across the sparse countryside of yucca and huisache." The report added that "for 30 years [Salinas's] work has been marked by faithful color, elaborate detail and a keen eye for the vastness of the Texas plains."

The sixties were very productive years for Salinas. It is estimated by art gallery owner Charles Morin that Salinas painted several

thousand landscapes in that decade alone. The sixties also represented a time when young Mexican Americans from Salinas' San Antonio Westside neighborhood were coming of age as artists. Less than two blocks away lived Jesse Trevino, one of the outstanding artists of his generation.

Jesse Trevino may have been aware that paintings by Salinas were acquired by prominent Texas "movers and shakers," however, Trevino was finding his own artistic style. Early in his career, Trevino expressed a great appreciation for the realistic portrayals of everyday life by Norman Rockwell. Salinas' landscapes, farmhouses and rural scenes appealed to rural Texans, and his art focused principally on Western Americana that romanticized the past. None of this subject matter interested Trevino as an artist. Nonetheless Trevino and Salinas did have an LBJ connection. As a 10th grade student

at Fox Tech High School in 1961 Trevino painted a portrait of LBJ, Salinas' major patron. That painting was recently donated to the LBJ Library by Dr. Alfonso "Chico" Chiscano.

A new generation of artists were emerging in San Antonio's Westside. Whereas Salinas had been inspired by Julian and Robert Onderdonk, Robert Wood, and Jose Apra--all known for their Texas landscapes, the artistic perspectives of the new generation of Mexican American artists was shaped more by their urban upbringing and bilingual cultural environment. Moreover, many of the San Antonio and South Texas artists looked South to the Mexican masters of an earlier era which included Diego

Rivera, José Clemente Orozco, David Siqueiros, and Rufino Tamayo. These Mexican artists incorporated pre-Columbian motifs, Mexican Revolution icons, and images of campesinos and workers.

When Salinas died on April

20, 1973, The New Times commented on President Johnson's appreciation for his work, adding that Lady Bird Johnson had at one time commissioned Salinas to paint some of her husband's favorite scenes along the Pedernales River. The Times reported that "The artist's work has been described as a type of heightened realism, picturing brimming creeks, brilliant patches of winter oaks, gnarled oaks, wildflowers and bluebonnets thrusting purplish-blue heads toward the sun." As an artist, Salinas put San Antonio on the cultural map. Many artists followed his path, and western and Texas landscape paintings remain popular today. But during Salinas' golden years, he also witnessed the emergence of a new Texas art, one that focused on the Mexican American experience. By the time of Salinas' death in 1973, a new generation of Mexican American artists had begun cre-

ating work that placed a new emphasis on identity and culture.

For additional information on Porfirio Salinas and other Mexican American artists, see my essay "Hispanic Art in Texas," in Ron Tyler's edited book *The Art of Texas: 250 Years* published by TCU Press with the Witte Museum 2019.



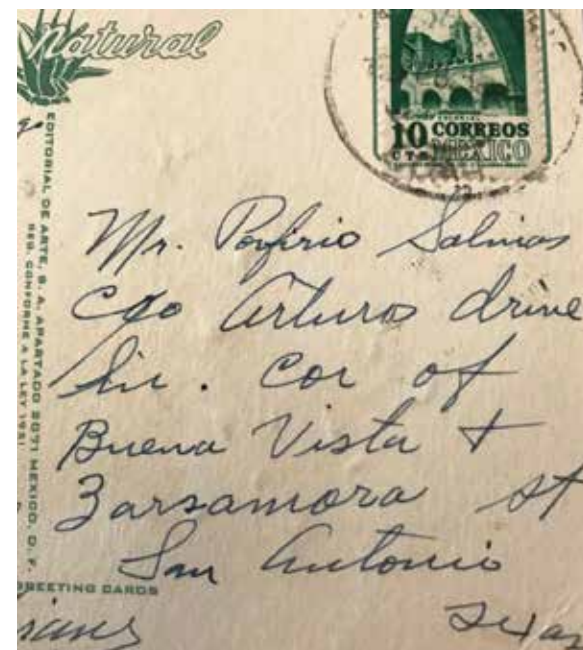
Postcard sent to Porfirio Salinas from Mexico. Note the address 2725 Buena Vista. Collection of Charles Morin's Vintage Texas Gallery: Photos by Ricardo Romo



Photo Courtesy of the Fort Sam Houston Museum



Postcard sent to Porfirio Salinas to his home. Note the address near Zarzamora Street. Collection of Charles Morin's Vintage Texas Gallery.



Postcard to Porfirio from Mexico. Circa 1955. Note address of Zarzamora St. Collection of Charles Morin's Vintage Texas Gallery. Photo Ricardo Romo

# West End Hope in Action

Serving the Zarzamora Corridor and Beyond



By Melinda Gonzalez

The West End Hope in Action (WEHA) organization is a coalition that serves the San Antonio

West Side & West End neighborhoods, with boundaries that roughly lie between Culebra, Colorado, Martin, and General McMullen Streets. The organization was formed in 2010 with the help of an AARP grant and the willingness of a core group of leaders who grew and developed the organization around being responsive to the needs of its residents.

With the assistance of the Neighborhood First Alliance, a community meeting was held with Police Chief McManus in 2012. Everyone was pleasantly surprised as resident after resident poured into the meeting. With over 200 individuals in attendance, the room was packed with only standing room available.

McManus vowed at this meeting to forge and continue a partnership with WEHA focused on one of the organization's top priorities, crime reduction and prevention. Through a series of walk & talk sessions led by McManus and WEHA leaders, every household in the West End area was visited over a 3-year period and residents have been trained on ways to report and fight crime in their block.

Another top priority for the organization was the need for youth services. In January 2019 and after an eight-year uphill battle, WEHA was able to return the Parks and Recreation program back to the West End area.

To date, WEHA has forged alliances with area churches, the San Antonio Independent School district, the Bexar County Sheriff's office, City Councilpersons Roberto Trevino and Shirley Gonzales, the Westside Development Corporation, as well as numerous local non-profits providing services in the area.

WEHA is an officially recognized neighborhood association and hosts the city's largest National Night Out event, an annual community-building national campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, more caring places to live.

***This year's West End area National Night Out is scheduled for Tuesday, October 1st from 5:00 – 7:30 PM and will be held at the West End Park located at 1401 N Hamilton Ave, adjacent to the Frank Garrett Community Center where the organization meets every other Friday. For both the event and meeting, all are always welcome to attend.***



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# Alonso S. Perales

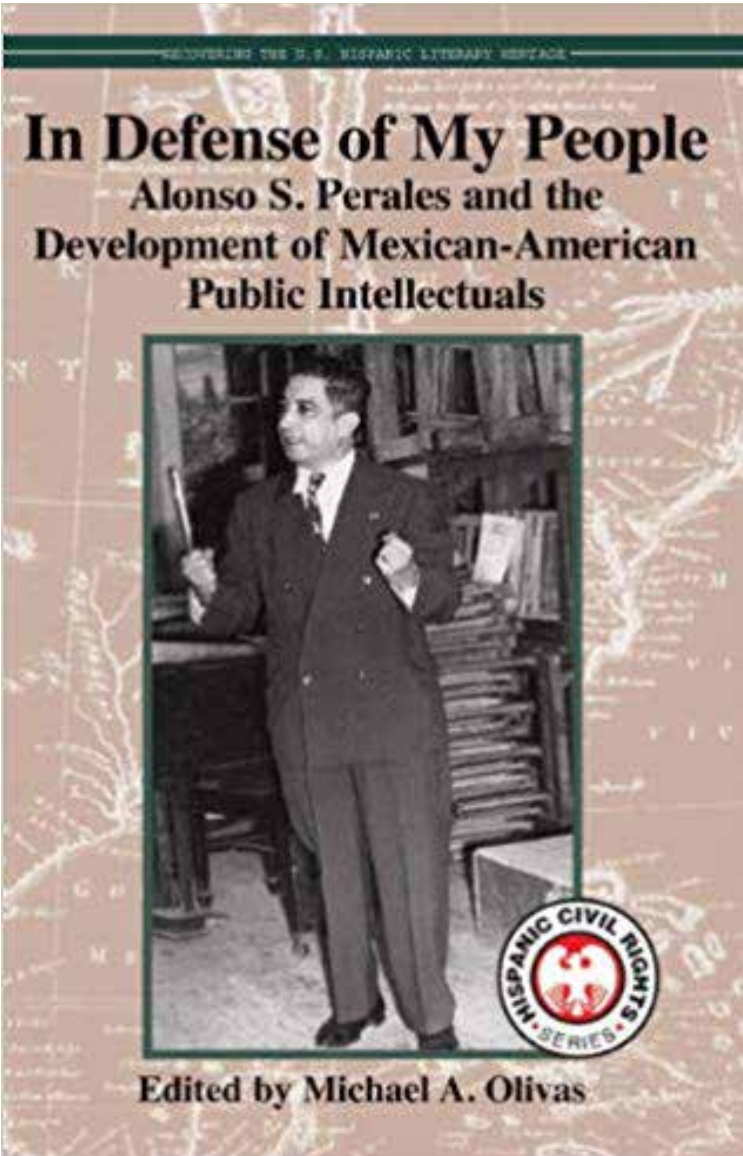
## San Antonio Civil Rights Activist and Attorney

To the Editor:

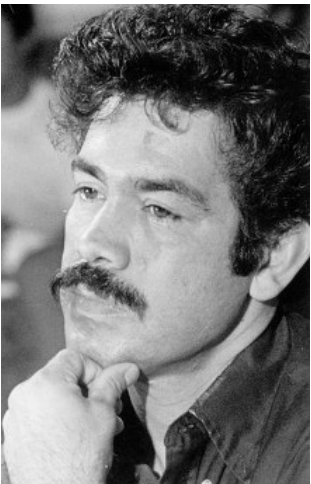
Does anyone have stories about San Antonio civil rights activist and attorney Alonso S. Perales who died in 1960? My name is Dr. Cynthia E. Orozco and I am Professor of History and Humanities at Eastern New Mexico University in Ruidoso, New Mexico. I am completing a book manuscript on Perales and even though I have read through many documents in his papers located at the University of Houston I wonder if there are folks in San Antonio who knew him before 1960? I am in contact with his family members.

Perales was the principal founder wof LULAC and lived in San Antonio from 1930 to 1960 as my book No Mexicans, Women or Dogs: The Rise of the Mexican American Civil Rights Movement showed. No person played a more important role than Perales in the political empowerment of Latinos in San Antonio. Please feel free to contact me at 575-258-2212 or Cynthia.Orozco@enmu.edu. I would appreciate hearing from La Prensa readers.

Sincerely,  
Dr. Cynthia E. Orozco.



**By Leonard Rodriguez**  
*This column highlights inspiring stories of Latino leaders. For more than 500 years, Latino men and women have positively influenced the face of United States society. Let us celebrate these outstanding hispanics.*



**Rodolfo**

### “Corky” Gonzales

A product of a Denver barrio, Rodolfo “Corky” Gonzales was born in 1929. Before emerging as one of the co-founders of La Raza Unida, he served as a coordinator for the ‘Viva Kennedy’ campaigns and on President Johnson’s War on Poverty Crusade. Leaving the Democratic party, Gonzales returned to the barrio where he organized La Crusada Para La Justicia. As the Hispanic community awakened to social inequalities during the late ‘60s, Gonzales and La Crusada sponsored the First Chicano Youth Liberation Organization in 1969. It was here that Gonzales emerged as a leading spokesman and gave the Mexican American movement a name- Los Chicanos, a country- Aztlan, and, a cry- “Por la raza todo, fuera de la raza nada. “

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# EVENTOS

## South San Antonio Women Leader's Panel

By R. Eguia

Photos by Chealsea Landin

Last week Texas A & M San Antonio president, Dr. Cynthia Teniente-Matson sat down with District 3 Councilwoman, Rebecca J. Viagran, District 2 Councilwoman, Jada Andrews-Sullivan, and District 4 Councilwoman, Dr. Adriana Rocha Garcia to discuss education, female leadership and future planning for the South side.

The panel discussed a holistic approach to "blending districts" and connecting the city through strengthening education and communication within and for neighborhoods. The discussion was very agreeable and affirming as the panel recounted their journeys to pursue leadership roles and the obstacles they experienced. Spirituality and family were recurring themes.

Students and community members asked questions at the end and engaged in conversations about resources and access to mentorship in order to support each other.



## Happy Birthday to Great Community Leader and Chairman of the Center For Health Care Services Dan Barrett



Photos by Ramon Chapa Jr.



# ESPECIALES

**Jessica Martínez, celebró cumpleaños con fiesta “Viva México”**  
**En la inolvidable y colorida festividad la felicitaron familiares y amistades**



**Por José I. Franco**

La gentil y joven señora Jessica Martínez, nativa de Sabinas, Coahuila, México, el 24 de septiembre cumplió 35 años de feliz existencia. Sin embargo su esposo Daniel Guerrero, decidió por adelantado brindarle fiesta familiar durante el sábado 21.

El tema del evento especial fue “Viva México”, por ser el mes de septiembre el mes dedicado a la Independencia de México.

Jessica y Daniel, son orgullosos padres del varoncito Vladimir y la princesita Daniela, motivo por el cual también han venido recibiendo buenos deseos y felicidades por parte de sus respectivas familias, amistades y los integrantes del club de béisbol Piratas de Sabina SA, que bajó el patrocinio de Daniel, su papá Guadalupe Guerrero, sus hermanos, y sobrino Brayan Guerrero, así como del timonel Sergio De Luna, han logrado la conquista de cinco campeonatos en el béisbol independiente del



sur de Texas.

Por tan especial evento social, Jessica, contó con la participación (en la organización del festejo), de su hermana Gaby Martínez quien a la vez fue ayudada por sus hijas Jimena y Gisel Sánchez (ellas hicieron viaje expreso desde la petrolera ciudad de Houston).

También se unieron a las felicitaciones sus suegros Argelia y Guadalupe Guerrero, sus tías políticas Tere

y Trini Guerrero, que vinieron desde la bella ciudad de Sabinas. Jessica, agradeció en especial a su invitada Selena Cortez, quien le dio el delicioso sabor al Pozole estilo Coahuila, que fue servido con todos los complementos.

“Estoy agradecida porque mi esposo Daniel, amistades y familiares particip-



aron en la organización de mi fiesta (Viva México). También porque mis invitados e invitadas, con su presencia me hicieron más

feliz esta colorida fiesta”, dijo Jessica, que en los momentos de partir su pastel de cumpleaños, escuchó el tradicional tema de “Las

Mañanitas” que a capela le cantaron todos los ahí reunidos. (Fotos por Franco)



# ZARZA

## The Rebirth of Zarzamora Merchant's Association

By Isa Fernández

Approximately twenty (20) stakeholders met Thursday, September 19th at the Los Angeles Tortilleria, Bakery and Restaurant on 300 N. Zarzamora Street for the first Zarzamora Merchant's Association Meeting. Business owners, community members, City of San Antonio departmental staff and heads of the UTSA College of Architecture, Construction and Planning department gathered to encourage stakeholders from the corridor to get connected and be a part of the new growth and development on the West Side.

The idea for the Zarzamora Merchant's Association was first born through the conversations of Carlos Gonzalez (Co-Chair for the West End Hope and Action, a coalition of community organizations that meet bi-weekly to organize actionable community initiatives) and Martin Vasquez, the late owner of Los Angeles Tortilleria, Bakery and Restaurant. The two met in 2011 when Carlos was teaching citizenship classes at Academia América, the 501 (c) (3) nonprofit organization where Martin, originally from Zacatecas, Mexico, was a student at the time. The two saw an overlap of community and



*Photo by Melinda Gonzalez*

economic development specific to corridors with Martin opening the first Los Angeles Tortilleria, Bakery and Restaurant on Zarzamora in January of 2007 and Carlos working with the community. The idea was to “take investment and resources to improve the business climate for businesses on Zarzamora street,” said Gonzalez.

However, after Martin unexpectedly passed away in 2013, the Zarzamora Merchant's Association project paused. It wasn't until City of San Antonio District Five Councilwoman Shirley Gonzales created the Legacy Corridor Business Alliance program which aims to help

small businesses thrive on the Westside (specifically ten corridors which were strategically selected - Buena Vista, Castroville Rd., Colorado, Culebra, Guadalupe, General McMullen, Laredo, Nogalitos, West Commerce and Zarzamora), that the idea for the Association was reborn.

The Legacy Corridor Westside Business Alliance (WBA) program is administered by Westside Development Corporation (WDC), a 501 (c) (3) created in 2006. The mission of WDC is to “foster economic development, promote the development and redevelopment of real estate within Westside

San Antonio, create viable urban communities, and preserve the character, culture and history of the Westside.”

WDC President and CEO Leonard Rodriguez says that he is “especially encouraged to see that businesses are excited about working collectively as a team to seek tangible improvements.” The impact of the support for the Zarzamora Merchant's Association and its parallel corridor coalitions, cannot be overstated. Carlos says that he and the association “appreciate the leadership of WDC in the larger picture of San Antonio's growth and development.”



*photo courtesy of Vasquez family*

The Los Angeles Tortilleria, Bakery and Restaurant has grown into two (soon to be three) restaurant locations – Zarzamora/Travis, Commercial Avenue/Hutchins and new location Jackson Keller/Blanco which is opening soon, and is run by Martin's wife Alejandra and their children, including son Miguel who attended the first Zarzamora Merchant's Association meeting.

For more information on the Legacy Corridor Westside Business Alliance (WBA) program, please call (210) 501-0192.

# M O R A

## Celebrating the 90th Anniversary of the Basilica Cornerstone



The Basilica of the National Shrine of the Little Flower is dedicated to serving the community as a sacred space and place of spiritual

pilgrimage and apostolic activity, where persons of all faiths can renew their commitment to God and grow in their journey of faith. The church provides a variety of religious services for the entire Archdiocese of San Antonio, with countless visitors from around the city and tourists to the city as well as 950 registered parishioner families. Dedicated in 1931, the Shrine is on the National Register of Historic Places and was elevated to the status of Basilica in the Catholic Church by Pope John Paul II in 1998.

The Basilica is one of only 86 in the United States and one of only four in the state of Texas bearing the papal designation of Basilica, the highest permanent designation for a church.

Known as centers of spiritual and apostolic activity for the Catholic faithful, basilicas are traditionally required to hold historical, architectural and artistic value and significance as an active center of pastoral liturgy.

The Discalced Carmelite Friars of San Antonio will host the celebration of the Basilica's past, and preview of its future on Saturday October 12.

A reception at Little Flower School will begin at 5 p.m. followed by the program and dinner at 7 p.m.

Cecilia Abbott, First Lady of Texas, will be the keynote speaker. Randy Beamer of News 4 will serve as our emcee. Fuerza Flamenca dancers will perform the finale of the evening.

The ceremonial blessing of the foundation stone, a symbol of Christ, was held on Oct. 15, 1929, with Archbishop of San Antonio, Arthur Drossaerts and the Discalced Carmelite friars of the Province of St. Therese, which today still administers the Basilica.



Dedicated to St. Therese of Lisieux, known as "The Little Flower," the Basilica was built during the Great Depression (1929-31) by Spanish Discalced Carmelite friars to promote devotion to St. Therese following her 1925 canonization.

Today the Discalced Carmelite friars of San Antonio continue are a community of five friars; they are one of five communities within the San Antonio-based Province of St. Therese, a group of 15 Friars. The friars promote the spirituality of St. Therese and other Carmelite saints through their work at the Basilica. Today, the Shrine stands as a monument to the great faith of devotees of St. Therese. The Basilica is a treasury of art, master craftsmanship, and relics. The Shrine's numerous stained glass windows, installed begin-

ning in the 1930s, tell the stories of the lives of Carmelite saints. The Basilica is home to three first-class relics of The Little Flower and a first-class relics of the saint's parents, St. Louis and St. Zelie Martin.

The Little Flower Parish Conference of St. Vincent de Paul Society serves an average of 70 families in the community per month by providing assistance with utilities, rental, prescription payments and food.

The Basilica is also a premium music performance venue and was an official Tricentennial venue in 2018. As such it has many opportunities to serve the community and support local arts and culture. Numerous special events are held annually at the Basilica that are presented free and open to the community, including traditional Mexican music and dance programs, children's day and King's Day programs. The Basilica also collaborates with local nonprofit groups for performances of classical and sacred music.

A Westside institution for 90 years, the Basilica exemplifies the neighborhood's unique heritage and identity as a cen-



ter of Hispanic culture. The church's iconic golden domes are a reminder of the Westside's legacy that makes it a vital part of San Antonio's past and present. A preserved and eventually restored Basilica will also lay the cornerstone to the cultural renewal and preservation efforts in course on behalf of the historic Westside.

Please RSVP to the event by Oct. 1. Individual tickets cost \$100 and a full table of 8 costs \$800. Tickets can be purchased online at

[https://www.eventbrite.com/e/cornerstone-for-the-future-90th-anniversary-of-the-basilicas-cornerstone-tickets-69289192841?aff=efbeventtix&fbclid=IwAR3Q39tstPIZKtQ\\_QXYoaWOJrjdwwqTAfy53Fk-plYnbJN1bZGJlEVDaYjhbQ](https://www.eventbrite.com/e/cornerstone-for-the-future-90th-anniversary-of-the-basilicas-cornerstone-tickets-69289192841?aff=efbeventtix&fbclid=IwAR3Q39tstPIZKtQ_QXYoaWOJrjdwwqTAfy53Fk-plYnbJN1bZGJlEVDaYjhbQ)

Basilica of the National Shrine of the Little Flower is located at

1715 North Zarzamora Street  
San Antonio, TX 78201

For more information, contact the Administration Office at (210) 735-9126

# FINANCIAL FOCUS

## How to Become a Long-term Investor

**By Edward Jones**

*Edward Jones is a licensed insurance producer in all states and Washington, D.C., through Edward D. Jones & Co., L.P. and in California, New Mexico and Massachusetts through Edward Jones Insurance Agency of California, L.L.C.; Edward Jones Insurance Agency of New Mexico, L.L.C.; and Edward Jones Insurance Agency of Massachusetts, L.L.C.*

It's a fairly predictable pattern: When the stock market rises, more people invest, but after a large-scale drop, many of these same people head for the exits. But by staying out of the financial markets, and only putting their money in "safe" vehicles that offer few or no growth prospects, are they really helping themselves?

Here's the bottom line: If you're going to make progress toward your long-term goals, you have to become a long-term investor. But how?

To begin with, you need to understand that long-term investing involves accepting inevitable short-term price swings. You may not like seeing those sharp price drops, but it will help your outlook greatly if you can keep them in perspective. Studies have shown that the longer you hold your investments, the less impact market volatility can have on them.

So, to reach that point where the market's ups and downs have less of a cumulative impact on your holdings, consider the following actions:

- Only invest money you won't need for a long time.

If you can tell yourself that the money you are investing today is money you won't really need for 20 or 30 years, you'll be better prepared, psychologically, to get through the down periods of the financial markets. And as long as you aren't overextending yourself financially in other parts of your life, you really shouldn't need those investment dollars for a very long time. They should be earmarked for goals you hope to achieve far into the future, such as a comfortable retirement.

- Keep your focus on what is most important to you. If you can visualize your long-term goals, you'll find it easier to keep working toward them. For example, if you are hoping to travel extensively when you retire, keep thinking about what

that might look like. You might even research the countries you plan to visit, even if these trips are far in the future. Ultimately, if you know where you're going and you're determined to get there, you'll get past the bumps in the road.

- Don't spend excessive time reviewing your investment statements. A bad month or two can cause some noticeably negative numbers on your investment statements. But if you can discipline yourself to avoid spending too much time dwelling on these figures, you may feel less stress about investing – and you may even be less tempted to make short-term moves that could have unfortunate long-term results. However, if you do want to study your investment statements, don't just stop at

the most recent results. Instead, look for trends that might tell a different story. Has the number of shares you own in various investments increased significantly over time? And over the past five or 10 years, has your portfolio's overall performance been positive? By digging a little deeper into your statements, you might gain more confidence in the course you're following.

Short-term price drops are not pleasant to experience. However, you can help yourself become a better long-term investor by following the above suggestions, so put them to work soon – and stick with them.

**For more information contact Ernest J. Martinez 210-354-4915 or [ernest.martinez@edwardjones.com](mailto:ernest.martinez@edwardjones.com)**



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# THIS DAY IN LA PRENSA HISTORY



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La gracia frívola del siglo XVIII, encontró su más fiel intérprete en la paleta de Fragonard, cuyas obras se distinguen por la exquisita fragilidad de las siluetas y lo seductor de sus paisajes. Fragonard fue el niño mimado de la sociedad galante de Versalles, que se disputó sus obras a peso de oro.

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Our council will be hosting the National LULAC LGBTQ+ Leadership Summit in the Spring 2020... money raised at this event will help make the summit a success.

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Dinner: 6-8 pm Dance: 8-11 pm  
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Music Food Cerveza Raffle

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<https://www.eventbrite.com/e/baile-orgullo-tickets-71878146471>

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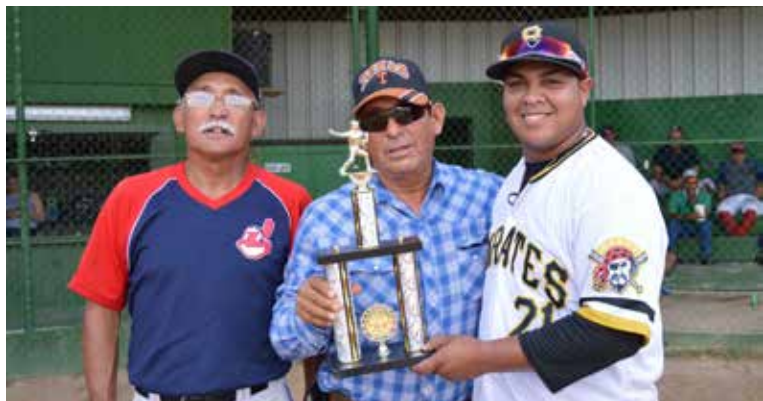
CITY OF SAN ANTONIO DEPARTMENT OF ARTS & CULTURE

BB&T

Llanto de las Américas

# Tormenta canceló décima jornada Veteranos Verano 2019

## Indios de Nava se coronó Campeón de Campeones vs. Piratas de Sabinas



### Por Sendero Deportivo

Sorpresiva tormenta que se dejó sentir en el sur de San Antonio, fue la causa para que directivos de equipos y liga suspendiera acciones durante la décima jornada del béisbol sabatino categoría Veteranos Verano 2019 en Potranco Independent Baseball League.

De los tres partidos a jugarse solo comenzaron Broncos de Reynosa SA y Cachorros de Nava que tuvo que ser cancelando con empate en la pizarra de 5-5 (cuarto episodio de acuerdo al timonel Roberto Garza de Broncos). Sultanes y Cardenales jugaron una entrada con ventaja de Cardenales con marcador de 1-0. El clásico entre el líder Red Sox y Águilas de San Luis, con anticipación a su horario de las 2:30 p.m. fue suspendido por el mal estado del terreno de juego.

De acuerdo al presidente y compilador oficial Simón Sánchez, la jornada se volverá a jugar en los mismos horarios comenzando desde la primera entrada en los horarios de las 11 a.m. Broncos vs. Cachorros, y a las 2:30 p.m. Red Sox vs. San Luis (campo 1). En el horario de las 12 p.m. en el campo 2, se medirán Sultanes vs. Cardenales.

En la serie final por el título Campeón de Campeones en la categoría dominical Abierta, entre Piratas de Sabinas que

resultó campeón de la Zona Norte, y los Indios de Nava campeón de la Zona Sur, todos quedo en la historia de este concurrido circuito a cargo del señor Eloy Rocha, propietario y gerente general.

Indios dirigidos por Juan (Pachín) Martínez y Rudy Barrientez, entraron al terreno de juego con marca de 1 victoria 0 derrotas. Confiados de poder llevarse la segunda victoria en serie final a ganar 2 de 3 partidos en la serie denominada Campeón de Campeones. Ambos decidieron enviar a la lomita de los disparos a sus Jason Guerra, quien luego fue relevado por Víctor Mateo y Roger Bernal. Por Piratas, comenzó Gregorio Quintero, quien aceptó tres cuadrangulares conectados por Jaime Luna, Rick Treviño y Kelly Skeen, quien en la apertura del octavo episodio con jonrón remolco a su compañero Chris Pacheco, para ubicar la pizarra a favor por 5-2.

La artillería de Piratas no se rindió y en el noveno capítulo, con imparable del capitán Brayan Guerrero, se regresó la esperanza entre su base de seguidores. Lamentablemente el relevista Bernal, logró salir adelante en su defensivo pitcheo anotándose el salvamento y comenzar la celebración.

Eloy Rocha, hizo la presentación de los trofeos individuales, a los jugadores. Clay

Gentle, de Highsox que obtuvo trofeo del mejor bateador con promedio de .529. Devon Torres, lanzador izquierdo de Piratas se llevó el campeonato con marca de 4-1. El jonronero Tim Palinscar de Indios, con cinco jonrones se coronó campeón.

Los directivos de Piratas Sergio De Luna e Iván Rubinsky, recibieron los trofeos de campeón del norte y sub-campeón en la serie Campeón de Campeones. Pachín Martínez y Barrientez, aceptaron los flamantes trofeos de campeón del sur y "Campeón de Campeones 2019".

"La serie ha sido la mejor que se ha visto en Potranco Baseball League. Ambos equipos presentaron alineaciones con peloteros de gran calibre, por lo que no queda más que darles las gracias y seguir adelante promoviendo el desarrollo del béisbol en San Antonio", dijo Rocha.

"Todos los partidos fueron una copia. Indios decidió los partidos con bateo, los rivales tuvieron buen pitcheo, pero nosotros logramos concretar con plan de juego defensivo y ofensivo. Toda nuestra alineación la componen peloteros estelares", dijo Martínez.

"La serie estuvo competida, a pesar de que Indios enseñó poder en su bateo. Piratas con nuestro pitcheo, pudo haber



salido adelante. Dejamos varios corredores en bases. Nava bateó a la hora buena. Indiscutiblemente le jugamos la serie a un buen equipo", apuntó De Luna. La serie con éxito fue presentada por Taquería El Patrón recientemente inaugurada y fuente de empleo ubicada en el 7990 Bandera Road, propiedad del gerente general Eloy Rocha. En las fotos aparecen: Kelly Skeen de Indios. Beis-

bolistas y patrocinadores de equipos del pasado Torneo Sabinas Labor Day 2019. Rubinsky y De Luna con trofeos campeón del norte y sub-campeón "Campeón de Campeones". Juan Martínez (Pachín) y Rudy Barrientez, con trofeos de campeón del sur y Campeón de Campeones Liga Potranco 2019. Devon Torres, de Piratas con trofeo de campeón lanzador con marca de 4-1. (Fotos Franco).

# Calendar Invite Phishing Scams



**By Jason Meza**  
Regional Director  
Better Business Bureau  
13750 San Pedro Ave, Suite  
400 San Antonio, Tx. 78232  
p: 210.260.9843  
bbb.org Start With Trust®

You may notice a strange event on your calendar that you don't remember accepting. Generally, it promotes a special discount, prize or promotion. The invite will include a link to take a survey or find a location, but the link is often malware.

Everyone loves the convenience of online calendars, and that includes scammers. Better Business Bureau (BBB) is learning about fake calendar invites as part of a new phishing scam. Some calendars have default settings that automatically add any invite to your calendar, regardless of if it was accepted or not. Scammers take advantage of these settings and add enticing descriptions that make you want to click the link. Once you click it, viruses are downloaded onto your device and the scammer has access to your information.

More than 350 phishing scams have been reported in Texas to BBB Scam Tracker



so far in 2019. In many cases, these calendar invites also trigger notifications, further legitimizing the malicious events. The scam is particularly effective because the calendar entries and notifications stem from trusted apps like Google Calendar.

BBB has a few tips for businesses and consumers to staying safe from this scam:

Never click suspicious links. If you have an event you don't recognize or remember accepting, don't open any links or attachments that come with it. That is how scammers download malware to steal your information.

Change your settings. Go to your calendar settings and turn off any options that automatically add events to your calendar. This gives you to option of accepting or rejecting any invitation you receive.

Do your research. If the fake calendar event is promoting a deal from a business, and you are still unsure, go to [bbb.org](http://bbb.org) to look for a business profile. If no business profile exists, or has a bad rating, this is a red flag for a phishing scam.

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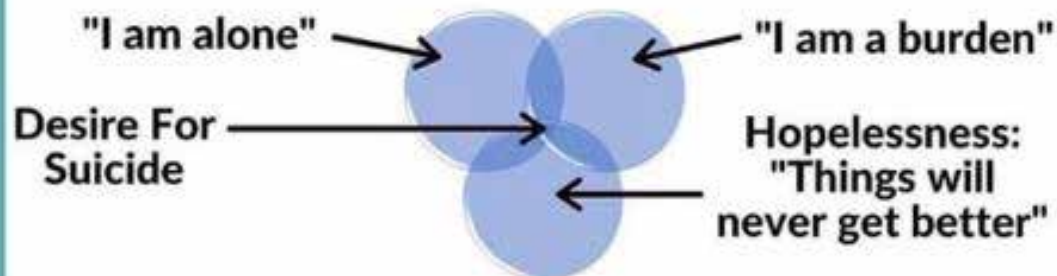
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2020 Census

## SEPTEMBER IS SUICIDE PREVENTION MONTH

- We lose over 800,000 people per year to suicide
- It is the **leading** cause of death for men under 50
- It is the **10th** biggest cause of death worldwide
- Two of the **leading factors** that contribute to suicide is **isolation** and feeling like a **burden**.



- Speaking up when suicidal isn't "attention seeking"
- Having mental health issues **doesn't** make you "weak"
- This month - check in on those around you and listen without judgement.

**#SupportSavesLives #StopTheStigma**



# NON-PROFIT HIGHLIGHT

## GET ENROLLED USA

Texas Leads the nation in uninsured citizens! The number of U.S. residents lacking any form of health insurance throughout the year rose almost 2 million from 2017 to 2018 reaching 27.5 million people!

In Texas alone, more than 5 million people lacked health insurance last year. Texas leads the nation in uninsured residents and we need everyone to pitch in and help us find them!

In San Antonio, there is a high percentage of obesity which in turn produces high rates of people with diabetes, high blood pressure and high cholesterol. Many residents lose limbs due to diabetes which is known as the silent killer.

But good news has arrived! Get Enrolled USA is a new organization leading the way with education and information on the Affordable Care Act/Obamacare.

Under the current ACA we are experiencing many uncertainties. Get Enrolled USA is committed to our local communities to provide quality personalized education and enrollment assistance.

Get Enrolled USA is available to go to churches, schools, chambers, non-profits and any where we can educate the uninsured and to help them get coverage and live longer, healthier lives!

La Prensa Texas is also proud to announce it will be working in collaboration with Get Enrolled USA to find the uninsured in San Antonio and the Surrounding Metropolitan Area! Join us in the great initiative to find the uninsured in your family and neighborhoods!

For more information please contact: RAMON CHAPA, JR., LA PRENSA TEXAS CO-PUBLISHER at (210) 365-5250 or at [ramonchapajr@yahoo.com](mailto:ramonchapajr@yahoo.com).

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Upcoming Events:

Sunday, October 13, 2019

Third Hispanic Trails Cultural Festival  
1:00 PM-8:00 PM  
Wonderland Of The Americas  
4522 Fredericksburg RD Balcones Heights,

Obama Care / ACA Information,  
Community Services,  
Live Music, Food Vendors  
Folk Dancing, Arts & Craft

Wednesday, October 23, 2019

Bexas County 2nd Chance Job Fair  
9:00 AM-12:00 PM  
Freeman Coliseum  
3201 E. Houston Street San Antonio, Texas  
78219

Obama Care / ACA Information

## **Raymundo R. Castro**

### **February 13, 1928 – September 17, 2019**



Raymundo R. Castro born on February 13, 1928, went to be with our Lord on September 17, 2019, at the age of 91. He is preceded in death by his beloved wife of 45 years, Carmen Castro. Parents, Pedro Castro and Ninfa Romero. Son, Raymundo Castro Jr., and sister, Aurora Castaneda. He is survived by his loving daughters; Maria Del Rosario Castro, Hilda Tovar and her husband Daniel, Diana Salazar, and Veronica Castro. Also, by his adoring grandchildren; Christina and her husband Alvaro, Ray III, Elizabeth and her husband Matthew, Becky, Sarah, Carmel, and 8 great-grandsons Jeremiah, Joel, Josiah, Jaden, Nathaniel, Matthew, Adam Ray, and Eli. Also survived by, brothers-in-law, sisters-in-law, and by numerous nieces and nephews. Mr. Castro dedicated his life to his family and to the good of others—particularly by working as head custodian of the Carde-

nas Center in the Edgewood School District from where he retired. He was also an active parishioner at Our Lady of Good Counsel Catholic Church. Mr. Castro served many years as President of The Holy Name Society, sang alongside his wife, Carmen Castro, in the Spanish Choir, and served others by volunteering with the St. Vincent De Paul Society. His blessed hands also assisted in the food-kitchen serving the less fortunate. Mr. and Mrs. Castro enjoyed traveling long and afar to visit their children, grandchildren, and extended family— they never said no to an adventure. His commitment to family and faith was seen by all who crossed his path. Mr. Castro will be dearly missed by all his family and friends. Visitation was held on Wednesday, September 25, 2019, at Funeraria Del Angel Trevino Funeral Home. He was laid to rest at San Fernando Cemetery II.

### **Notice to the Public**

**Application has been made with the Texas Alcoholic Beverage Commission for a Wine and Beer License by Rivera's Convenience Store to be located at 1428 Nogalitos, San Antonio, TX. 78204 Maria A. Puente, Owner.**

#### **ALAMO COLLEGES DISTRICT BID/PROPOSAL INVITATION**

The Alamo Colleges District is receiving sealed bids/proposals prior to 2:00 PM (CST), unless otherwise indicated, on the dates shown.

CSP# 20A-002 Purchase of Catering Services  
Deadline: October 29, 2019

Specifications are available by visiting Alamo College's District website: [www.alamo.edu/district/purchasing/bids](http://www.alamo.edu/district/purchasing/bids). For more information, contact Purchasing and Contract Administration 210/485-0100.

# Just a Thought

## National Hispanic Heritage Month



By Steve Walker

*Steve Walker is a Vietnam Veteran, former Justice of the Peace and Journalist*

Just a Thought National Hispanic Heritage Month. The celebration is the period from September 15 to October 15 in the United States, when people recognize the contributions of Hispanic and Latino Americans to the country's history, heritage and culture.

The date was chosen because September 15 marks the anniversary of independence for five Latin American countries—Costa Rica, Guatemala, Nicaragua, El Salvador, and Honduras—places from which many Latin Americans in the US and their ancestors have immigrated. National Hispanic Heritage Month, which recognizes the vital contributions made by Hispanic and Latino people living in the United States, runs until October 15.

The idea for Hispanic Heritage Month, celebrated throughout the latter half of September and first half of October, began as a way to promote the history, cul-

ture and contributions of Hispanic-Americans specifically those whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America. Communities mark the achievements of Hispanic and Latino Americans with festivals and educational activities.

Hispanic Heritage Week was first observed under President Lyndon Johnson, but it was Ronald Reagan who extended it to a month-long celebration. Over 300,000 Latinos enlisted in the American military and fought in World War II.

In 1845 Texas became a US State and Texas joined the union as the 28th state. Mexico had controlled the territory until 1836 when Texas won its independence.

One way to celebrate National Hispanic Heritage Month is to plan a fiesta with tasty food, mariachi music and some sombreros for everyone. Or you can involve the kids in fine arts, and light up young minds by educating them about Hispanic Arts. Frida Kahlo's paintings are a good start! Finally start learning Spanish.

Many people forget that numerous Hispanics perished in the 9-11 terrorist attack in 2001 in New York. The Dominican community contributed the highest quota of fatalities, (25) among

all the Hispanics who died in the carnage that fateful day. But today, 18 years after the terrorist attack, very few remember many of those victims and how it continues to affect their loved ones.

According to official figures, 9 percent of all citizens that died that day were Dominicans, Columbians, Ecuadorians, Cubans, Argentinians, Chilean, Haitians, Mexicans and others from El Salvador, Honduras, Jamaica, Peru, Venezuela, Paraguay, and even some from Guyana.

We recall that four passenger airliners were hijacked by 19 al-Qaeda terrorists. 227 civilians and the hijackers aboard those four planes died. It was also the deadliest catastrophe for firefighters and law enforcement officers with 343 and 72 respectively.

The words of President Franklin Roosevelt when Pearl Harbor was bombed, ring loud and clear many years later quote: "It is a day that will live in infamy." It certainly applies to September 11th, 2001 for Hispanics.

On a positive note closing in on the finale of National Hispanic Heritage Month, remember Hispanics have much to celebrate and much to reflect on to make the world a better place.

As always, I write "Just a Thought."



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