Tucson Volunteer Fire Department

Carlos Jacome, 2nd Edition

Carlos Jacome

April 12, 1870 to December 9, 1932

11/29/1898

1899 & 1912 Tucson Directory

Jacome Carlos, proprietor La Bonanza, 90 W. Congress, residence 271 N. Stone avenue.

Jacome, Carlos C., wf Dionicia, Prop. La Bonanza Store, R 271 No. Stone Ave.

Courtesy Arizona Historical Society, #51484

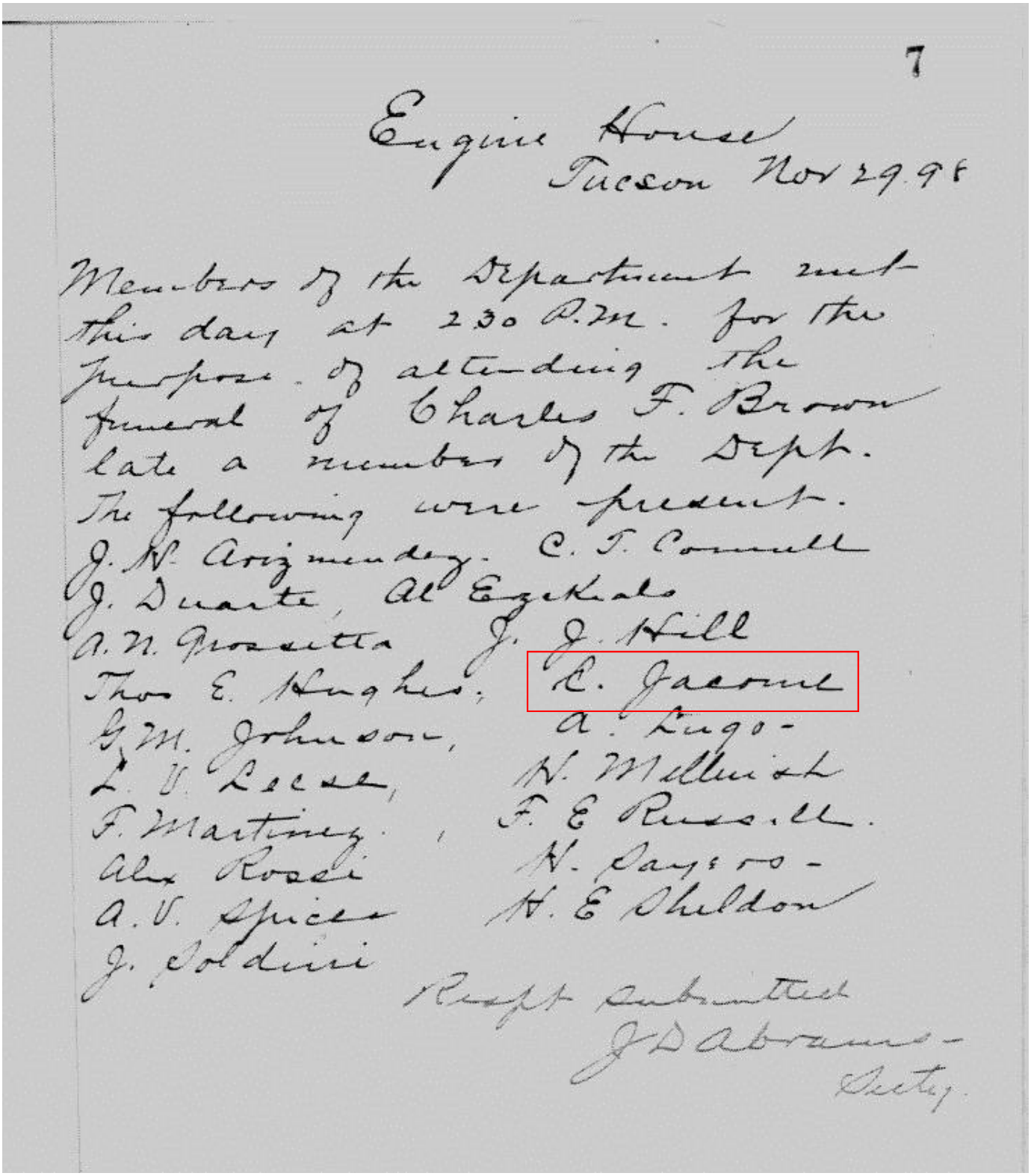
translation of Spanish on back of original:
"A remembrance of sincere friendship and love to my very dear friend Annie. -Carlos C. Jacome January 15, 1889"
(Anna McKenna Sahichi)
orig. from Mrs. Jackson B. Paredo, April 7, 1972
orig. card print by Buehman & Hartwell, Tucson, A.T.

ARIZONA #51485 HISTORICAL SOCIETY ORIG FILED RARE

PORTRAIT -
JACOME, CARLOS C. & FAMILY

Carlos Jacome

November 29, 1898, Minutes Book, TVFD—



7

Engine House
Tucson Nov 29.98

Members of the Department met this day at 2.30 P.M. for the purpose of attending the funeral of Charles F. Brown late a member of the Dept. The following were present.

J. H. Arizmendez. C. T. Connell
J. Duarte, Al Ezekiels
A. N. Grossetta J. J. Hill
Thos E. Hughes, C. Jacome
G. M. Johnson, A. Lugo
L. V. Leese, H. Mellwist
F. Martinez, F. E. Russell.
Alex Rossi H. Sayers
A. V. Spices H. E. Sheldon
J. Soldini

Respt submitted
J D Abrams
Secty.

Carlos Jacome

Courtesy Arizona Historical Society, #23,856, Carlos C. Jacome, 4 daughters, Top Josephine, bottom, Rose, left Sarah, right-Anita

Carlos Jacome

Courtesy Arizona Historical Society, #10250, Carlos Jacome, Miguel Carrillo & Jose Garcia, 1887, by Buehman & Hartwell:

Carlos Jacome

January 30, 1901, *Tucson Daily Citizen*:

One of those entertaining affairs which the Foresters give at intervals took place last evening and it proved to be the best of the kind given by Court Tucson No 4. W. C. Maddox was chosen chairman for the occasion and he filled the bill most acceptably, being supported by efficient aids O. J. Omstead, Fred Ronstadt, Felix Levy, Wm. Reid, Carlos Jacome and others. Among those who entertained were Henry Abadie, Dr. Zimmerman, Skinny Johnson, Rudolph Rasmussen and Wm. Reid. Junior Past Chief Ranger, H. O. Sullivan was presented with a jewel and certificate, Felix Levy making the presentation speech to which Mr. Sullivan briefly responded. Philip Trepani set out a collation that excelled in quality any previouslyoffered for the satisfaction of the inner man. The court is taking in a large number of new members.

June 8, 1903, *Tucson Daily Citizen*:

The following venire of forty trial jurors drawn for the week, answered: Richard Starr, Howard Banes, H. E. Heighton, J. H. Thornton, William Kemp, William Kitt, Al Miller, F. W. Brown, J. S. Bayless, W. J. Corbett, Saly Eber, M. T. Carrillo, J. S. Barker, A. B. Sampson, W. J. Ross, Charles Hoff, L. Rosenstern, J. A. Brady, R. N. Leatherwood, J. W. Prout, John Barkley, A. C. Malen, P. M. Fink, C. F. Devant, Joe Billings, H. F. Diehl, William Read, F. Laos, A. W. Smith, J. C. Reyes, Carlos Jacome, E. C. Hogan, B. Rosenfeld, S. F. Bauman, John Beck, Mose Drachman, A V. Armijo, F. H. Lee, G. W. Pittock.

August 6, 1902, *Tucson Daily Citizen*:

The local lodge of Knights of Pythias are preparing to rend a big delegation to the conclave, which will be held in San Francisco on the 10th instant. A. Waltman, John Beck, Fred Ronstadt, Carlos Jacome and M. Lamont are now on the list, and Wm. Angus is already on the scene. The Tucson delegation will leave on Friday night to attend the ibg convention. San Francisco is making great preparations to receive the guests, and fully 100,000 people are expected from all parts of the country.

December 6, 1902, *Tucson Daily Citizen*:

The annual convention of the Spanish-American Alliance, which has been in session all the week, came to a close last night. A banquet was tendered to the visitors by the local members at Rossi's last evening. The following officers were elected for the ensuing year: Samuel Brown, supreme president; R. A. Tapia, supreme vice president; J. C. Moreno, supreme secretary and M. T. Carrillo supreme treasurer. These officers, with Carlos Jacome and Dr. F. A. Odermatt, will compose the supreme board of trustees. Dr. Odermatt will act as chairman.

December 2, 1903, *Tucson Daily Citizen*:

The Foresters elected officers last night as follows: Carlos Jacome, chief ranger; Charles Loebs, sub-chief ranger; Genarro S. Manzo, treasurer; R. M. Pacho, financial secretary; R. R. Brena, recording secretary; F. Laos senior woodward; J. T. Hughes, junior woodward; A. Orfila, lecturer; J. M. Ronstadt, senior beadle; R. Mesa, junior beadle; W. B. Purcell, physician; George Martin, druggist; R. Ronstadt, W. Goldring, G. Rollette, trustees. In January there will be a public installation when there will be given a dance and supper.

Carlos Jacome

October 31, 1905, *Tucson Daily Citizen*:

Republicans Named Convention Delegates

Last evening the Republicans held a mass meeting in the court house and named delegates to be voted upon for the convention for the selection of candidates for the Council on the Republican ticket.

J. M. Ormsby was chairman of the meeting and Judge O. T. Richey acted as secretary.

The delegates named from the First ward are as follows: H. B. Tenney, H. W. Fenner, C. H. Bayless, F. E. Adams, A. W. Smith, F. W. Brown, Benton Dick, William Reid, Fred J. Steward, Carlos Jacome, E. L. Vail and Alberto Moreno.

From the Second ward: W. A. Julian, C. F. Slack, Henry Meyer, J. W. Bogan, Phil Hughes, F. J. Villaescusa, Charles Bent, Alex McKay, John Mets, Allan B. Jaynes, O. C. Parker, and Leandro Ruiz.

Although the election is less than six weeks away, little political gossip is heard. What little is said has Charles Slack as candidate for Councilman-at-Large, with George P. Scholefield or C. C. Hackerman as candidates from the First ward and J. P. Hohusen from the Second ward on the Republican side.

October 30, 1906, *Tucson Daily Citizen*:

Race Suicide Was Not There

At a Picnic of Six Tucson Families There Were Present 44 Children--Record Pessimists Might Study.

Pessimists who howl about "race suicide" would have received a staggering blow had they been at the Laguna ranch on Sunday, while President Roosevelt would have grinned and shown his teeth in delight had he been able to gaze on the forty-four children from but seven families. There would have been more children present if at the last moment one of the families expected to join the picnic had not been compelled to remain at home.

It has been said by misrepresenters that Arizona is a country of few people; that it is a land of little but cactus and sage brush. However, such misleading statements are never made by visitors who have been in the Territory.

There is no doubt, however, that the record established here will stand for a long time. It places Tucson as the leader of the Territory that is the leader in the entire country in showing that race suicide is not to be feared.

Carlos Jacome, the well known merchant, had the proud distinction of having the largest family. He boasts of being the proud father of ten sturdy children.

A. Encinas, who owns the Laguna ranch, came in for second honors. The stork has left him nine fine children. Following close behind with the "lucky seven" came F. Laos, G. Manzo and L. Rodrigues. A. Orfila, the attorney, who was unable to go to the picnic, also boasts of having seven children in his family. R. Soto, who was the fifth member of the party, has four children.

Large three seated wagons were necessary to carry each family to the picnic grounds, about five miles north of the city.

August 17, 1910, *Tucson Daily Citizen*:

Carlos C. Jacome is one of Pima county's leading Spanish-American citizens. He is intelligent and alert, a successful business man and good citizen. He has always taken an interest in public affairs and will be a strong factor in the constitutional convention.

Carlos Jacome

August 18, 1910, *Tucson Daily Citizen*:

REPUBLICAN TICKET

FOR DELEGATES
to the
CONSTITUTIONAL CONVENTION

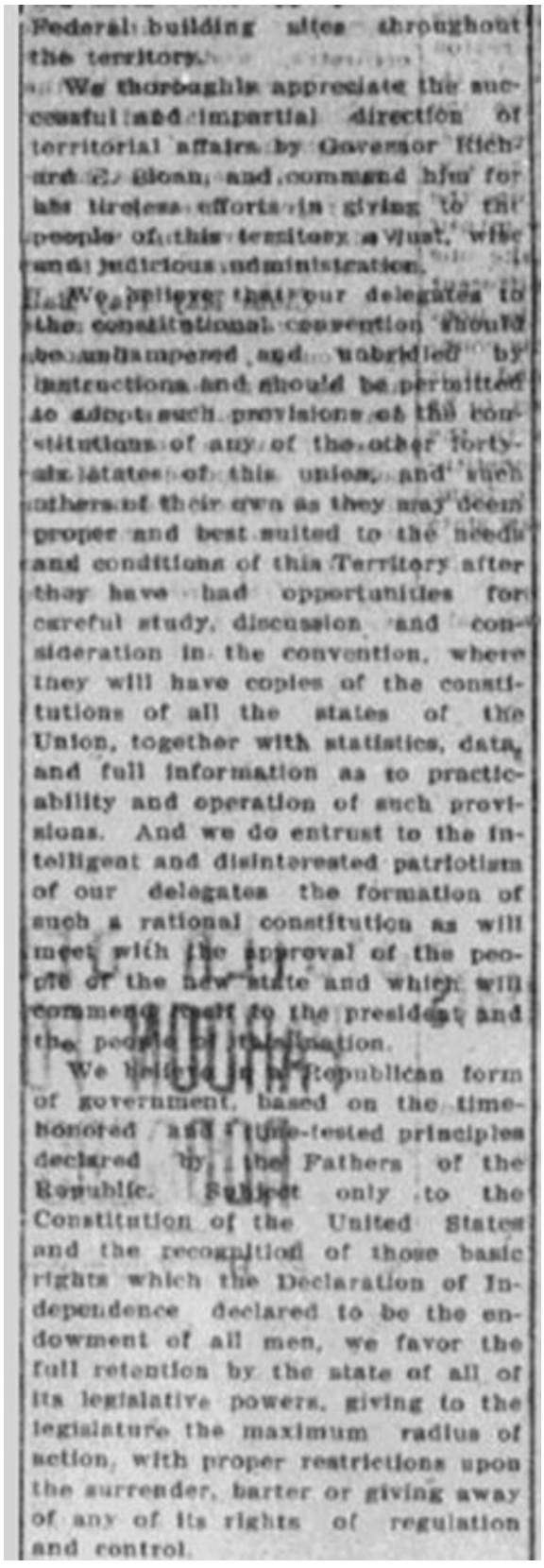
Samuel L. Kingan,
William E. Cooper,
Carlos C. Jacome,
James C. White,
George Pusch.

REPUBLICAN PLATFORM

We, the Republicans of Pima county, Arizona, in convention assembled extend to William H. Taft our heartfelt thanks for his indefatigable efforts in behalf of Arizona, which resulted in the passage of the statehood bill.

We reiterate our adherence to the national Republican principles, and heartily endorse President Taft, and thoroughly approve of his administration of the high office which he so ably fills, and we commend his untiring efforts to carry out in full all of the provisions of the national platform.

We heartily commend Hon. Ralph H. Cameron our present delegate to Congress, for his unintermittent efforts during his first term in Congress in securing the passage of the statehood bill. We further commend him for his successful efforts in securing for Arizona recognition in the form of appropriations for



Federal building sites throughout the territory.

We thoroughly appreciate the successful and impartial direction of territorial affairs by Governor Richard E. Sloan, and commend him for his tireless efforts in giving to the people of this territory a just, wise and judicious administration.

We believe that our delegates to the constitutional convention should be unhampered and unbridled by instructions and should be permitted to adopt such provisions of the constitutions of any of the other forty-six states of this union, and such others of their own as they may deem proper and best suited to the needs and conditions of this Territory after they have had opportunities for careful study, discussion and consideration in the convention, where they will have copies of the constitutions of all the states of the Union, together with statistics, data, and full information as to practicability and operation of such provisions. And we do entrust to the intelligent and disinterested patriotism of our delegates the formation of such a rational constitution as will meet with the approval of the people of the new state and which will commend itself to the president and the people of this nation.

We believe in a republican form of government, based on the time-honored and time-tested principles declared by the Fathers of the Republic. Subject only to the Constitution of the United States and the recognition of those basic rights which the Declaration of Independence declared to be the endowment of all men, we favor the full retention by the state of all of its legislative powers, giving to the legislature the maximum radius of action, with proper restrictions upon the surrender, barter or giving away of any of its rights of regulation and control.

Carlos Jacome

September 9, 1910, *Tucson Daily Citizen*:

STATEHOOD IS PARAMOUNT ISSUE OF THE CAMPAIGN

S. L. Kingan, William F. Cooper, Carlos C. Jacome, James C. White and George Pusch Favor a Rational Constitution, One That Will Be Approved By President and Congress.

STATEHOOD IS PARAMOUNT ISSUE OF THE CAMPAIGN

S. L. Kingan, William F. Cooper, Carlos C. Jacome, James C. White and George Pusch Favor a Rational Constitution, One That Will Be Approved By President and Congress.

Carlos Jacome

November 18, 1910, *Tucson Daily Citizen*:

BOLEYN LEAVES HIS MONEY TO MASONS

A document of wide interest to Tucsonians, particularly to the Masonic order, the will of D. J. Boleyn, ex-chief of the Tucson fire department, who died this morning, was filed for probate today. The will was executed in 1908 and was witnessed by G. H. Doe and Lenna H. Burgess.

By its provisions he leaves all his A. O. U. W. stock to Gust A. Hoff, and his building and loan association stock to the Masons, together with all cash coming from the maturity of these stocks and all his mortgage investments. He gives all his real estate and his "fine violin" to the Masons and his Bright violin to Wm. Reid of this city.

Coming down to his personal effects, he gives his "large folding bed to Carlos Jacome and the balance of his personal property including his horses, wagons, household furniture, books, and papers, to W. S. Bartlett, with instructions to "destroy by fire all or any of said property which he considers of no value to himself."

In consideration of that bequest, Bartlett is to assume and pay all of Boleyn's outstanding debts.

January 31, 1911, *Tucson Daily Citizen*:

Socialistic, Says Jacome.

Carlos Jacome is altogether opposed to the constitution.

"You cannot state the case too strongly for me," he said, "It is not because the delegates from Pima county voted against the constitution in Phoenix, nor because of partisan politics that I am opposed to the constitution. It is a matter involving many principles which if the constitution were ratified, would affect vitally the future of the state and its residents.

"The constitution is neither Democratic nor Republican in principle. It is Socialistic. Radical to an extreme degree, it pretends to pull the claws of the corporations, and then delivers us into their jaws.

"The provisions for the recall of the judiciary, the limitation of taxation, the corporation commission, the legislative representation and many other features are utterly vicious.

Carlos Jacome

August 16, 1911, *Tucson Daily Citizen*: **May 24, 1912, *Tucson Daily Citizen*:** **below**

REPUBLICAN DELEGATES FROM PIMA COUNTY WHO OPPOSED PLACING THE JUDICIARY RECALL IN ARIZONA'S CONSTITUTION

S. L. KINGAN

JUDGE W. F. COOPER

CARLOS JACOME

JAMES C. WHITE

GEORGE PUSCH

WHEN the question of the recall of judges was up before the constitutional convention for consideration, the 11 Republican members met in conference and all expressed convictions against it, save the Republican member from Gila county. All five delegates from Pima county voted against the judiciary recall," said Judge W. F. Cooper, one of the delegates from Pima county.

Wanted Recall Eliminated.

Just before the recall of the judiciary came to a vote in the convention, Judge Cooper rose and expressed the sentiment of his colleagues in a strong speech against including the judiciary recall in the constitution. Whatever the merits or the faults of the proposed measure, he said, he and his Republican associates could not approve any provision which seemed so certain of meeting with the disapproval of President Taft, and he pleaded with the majority to form a plain, simple constitution which would meet with the approval of the president and congress, and into which the judiciary recall could be placed by the people of Arizona at the first legislative session, should it still seem desirable.

"The Republican delegates were all against the recall of the judiciary with the sole exception of the delegate from Gila county," said Judge Cooper.

"Bracey Curtis, the Republican delegate from Santa Cruz county, was against the recall, and voted against it, even though he had previously voted in favor of the initiative.

"Mr. Curtis' position was that although he was personally opposed to the initiative and the referendum, still the positive instructions under which his constituents sent him to the convention bound him to vote for those measures. They did not bind him to vote for the recall, however, and he cast his vote against it."

The Vote on the Recall.

When the question of including the recall of the judiciary in the constitution came to a vote on December 7, the vote stood: Ayes 24; noes, 9; absent, 2; excused, 3.

Those who were excused were let out for the reason that they did not care to place themselves on record with regard to the recall of the judiciary. Among them was George W. P. Hunt, president of the constitution, who had called another delegate to his chair, and was found missing when the recall vote came, according to Delegate W. F. Cooper from Pima county.

"Dr. Tuthill, delegate from Morenci, asked to have Hunt brought back and compel him to vote, but though a search of the corridors was made for Hunt, he could not be found," said Judge Cooper. "Dr. Tuthill had himself been obliged to vote on measures concerning which he would have much preferred not to vote. Therefore he did not like to see Hunt elude placing himself on record on a debatable measure of such wide public interest as the recall."

METS SAYS "WHITE WASH" STATEMENT OF MAYOR IS "UNDIGNIFIED, UNFAIR AND UNTRUE"

President of Chamber of Commerce Issues Signed Statement Regarding Appointment of Committee by Chamber of Commerce to Investigate Affairs of Tucson Gas, Electric Light and Power Company.

"Undignified, unfair, and untrue," are some of the adjectives applied by President John Mets of the Chamber of Commerce in a signed statement which he issued today in direct reference to Mayor I. E. Huffman's statement of Wednesday in which he branded the chamber of commerce rate-probing committee as a "white-washing" body.

Following are the views given out by President Mets today over his own signature:

Mayor Huffman has designated the chamber of commerce committee as a white-washing body. This accusation is undignified, unfair and untrue.

The Tucson Gas, Electric Light and Power Co. in a very fair communication, which has been made public, petitioned the chamber of commerce for the appointment of a business men's committee to go in to the business of their company, to collect data from them and the public to present to the state corporation commission. The only suggestion made by them as to the committee was that Mayor Huffman should be a member, Mr. Chappelle, the president of the company stating that he had taken the matter up with the mayor and that he had agreed to serve.

The board of directors of the chamber of commerce after due consideration authorized the president to appoint the committee asked for in the petition of the company.

The president presented the names of the committee appointed to the board and same were approved by them. The committee appointed was Mayor Huffman, Dr. A. E. Douglas, W. A. Julian, all members of the city committee and J. Knox Corbett, Carlos C. Jacome, H. J. Dohau and E. O'Keefe. It is not fair to assume that this committee will white-wash any investigation that they may make—as these committees have no power, and can only submit data to the corporation commission.

Why shouldn't there be a dozen committees if so desired and why should the Mayor presume that he should appoint the only committee, and why shouldn't he serve on as many committees as the public wish him to—to be the watch dog against any white-washing scheme that his committee should desire to enter into?

The criticism of the city committee seems to be that the public has not been invited to participate in the investigation—although the committee has been organized for some months, and as yet they have reported no progress.

The business of the chamber of commerce is to induce capital to invest here. This is what the company wishes to do and the chamber of commerce intends to lend every honest means in its power to assist.

JOHN METS,
President Chamber of Commerce.

Carlos Jacome

March 19, 1913, *Tucson Daily Citizen*:

DISSOLUTION

Sale Starts Wednesday Mar. 19 SALE Sale Starts Wednesday Mar. 19

Look For The New Blue Signs.

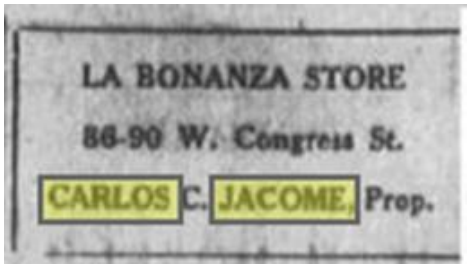
La Bonanza Store

Carlos C. Jacome Prop., 86-90 W. Congress St.

Look For The New Blue Signs.

Carlos Jacome

April 15, 1913, *Tucson Daily Citizen*:

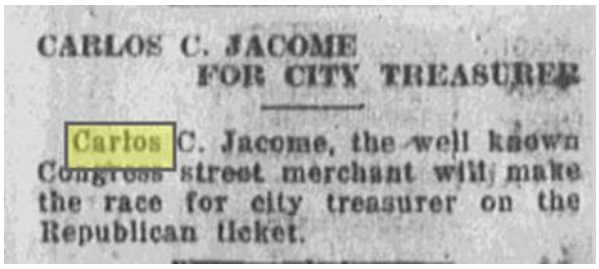


LA BONANZA STORE

86-90 W. Congress St.

CARLOS C. JACOME, Prop.

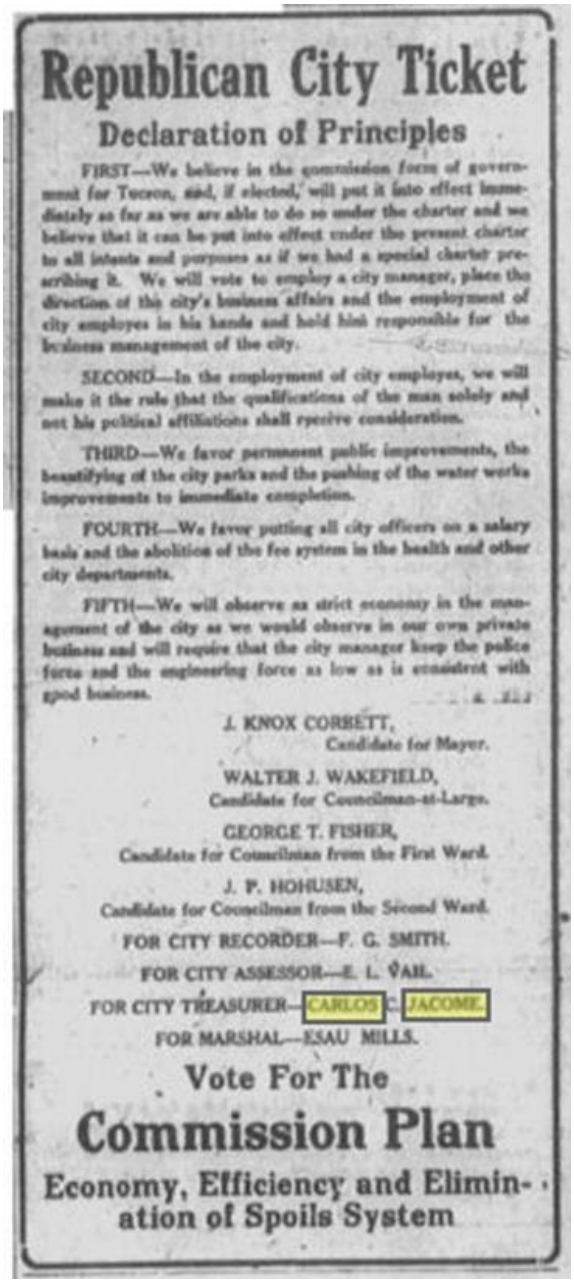
October 14, 1914, *Tucson Daily Citizen*:



CARLOS C. JACOME
FOR CITY TREASURER

Carlos C. Jacome, the well known Congress street merchant will make the race for city treasurer on the Republican ticket.

November 7, 1914, *Tucson Daily Citizen*:



Republican City Ticket

Declaration of Principles

FIRST—We believe in the commission form of government for Tucson, and, if elected, will put it into effect immediately as far as we are able to do so under the charter and we believe that it can be put into effect under the present charter to all intents and purposes as if we had a special charter prescribing it. We will vote to employ a city manager, place the direction of the city's business affairs and the employment of city employes in his hands and hold him responsible for the business management of the city.

SECOND—In the employment of city employes, we will make it the rule that the qualifications of the man solely and not his political affiliations shall receive consideration.

THIRD—We favor permanent public improvements, the beautifying of the city parks and the pushing of the water works improvements to immediate completion.

FOURTH—We favor putting all city officers on a salary basis and the abolition of the fee system in the health and other city departments.

FIFTH—We will observe as strict economy in the management of the city as we would observe in our own private business and will require that the city manager keep the police force and the engineering force as low as is consistent with good business.

J. KNOX CORBETT,
Candidate for Mayor.

WALTER J. WAKEFIELD,
Candidate for Councilman-at-Large.

GEORGE T. FISHER,
Candidate for Councilman from the First Ward.

J. P. HOHUSEN,
Candidate for Councilman from the Second Ward.

FOR CITY RECORDER—F. G. SMITH.

FOR CITY ASSESSOR—E. L. VAIL.

FOR CITY TREASURER—CARLOS C. JACOME.

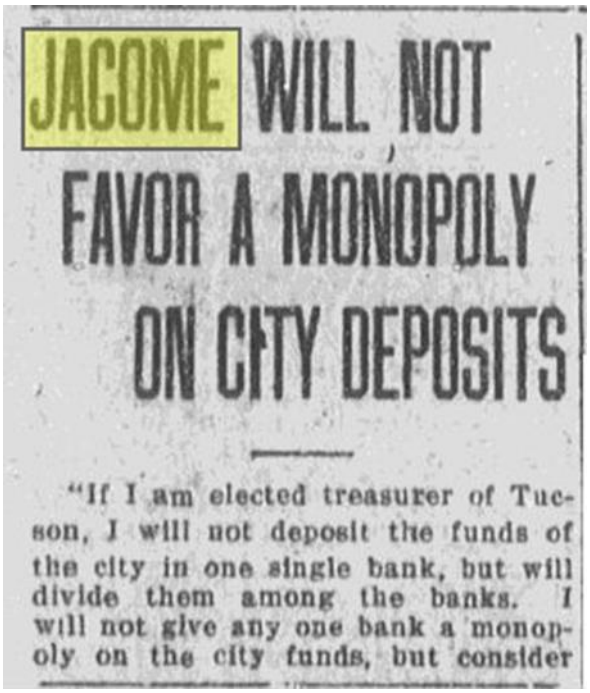
FOR MARSHAL—ESAU MILLS.

Vote For The

Commission Plan

Economy, Efficiency and Elimination of Spoils System

December 4, 1914, *Tucson Daily Citizen*:



JACOME WILL NOT FAVOR A MONOPOLY ON CITY DEPOSITS

"If I am elected treasurer of Tucson, I will not deposit the funds of the city in one single bank, but will divide them among the banks. I will not give any one bank a monopoly on the city funds, but consider it for the best interests of the city to place them in the several banks. They all pay taxes, boost public enterprises and all are entitled to consideration.

The above is a statement issued today by Carlos C. Jacome, Republican candidate for city treasurer, and one of Tucson's most enterprising and representative business men.

Carlos Jacome

December 5, 1914, *Tucson Daily Citizen*:

Carlos C. Jacome is one of Tucson's most progressive business men. He served as a member of the Constitutional convention with great credit to himself. He is the Republican candidate for city treasurer and is pledged to distribute the city's deposits among all the banks and not give a single bank a monopoly of the business.

August 6, 1915, *Tucson Daily Citizen*:

MURPHEY HOLDS NO HARD FEELING AGAINST CORDA

Old Timer, Stabbed, Remembered in Connection With Levy Killing.

Johnny Murphey, who was stabbed several times in the back yesterday afternoon by Nick Corda, proprietor of the Southwestern hotel, said at Rodgers' hospital this morning that he did not hold it against Corda and would not prosecute, because they were good friends and Corda would not have done it if he had not been drinking a bit. Corda is in the county jail. Murphey's condition is not serious.

"He called me a liar and I slapped him in the face," said Murphey, when told that Corda charged him with being the aggressor. Corda pointed to his cheek, which is slightly black and blue.

The quarrel appears to have been about many things, none of them of deadly importance. For instance, Corda says that he asked Murphey to come in more quietly at night, so as not to disturb the other folks, a request which he surely had a right to make if, as he declares, Murphey has been a non-paying guest at the Southwestern for the past three years. Further, Corda claims that he remonstrated with Murphey about taking tomatoes and cucumbers from the ice box. There is also something said about blankets, but this is not quite clear.

Carlos Jacome prevented Corda from doing further damage with the knife. It was only a penknife. The arrest was made by Patrolman Camacho.

Corda is about 55 years of age, and Murphey over 70.

Murphey will be remembered by old timers as the man who had the quarrel with Levy, a saloon keeper, over 30 years ago, and one of the three charged with killing him in front of the Occidental hotel.

Levy came from Nevada and had a reputation as a gunman. Murphey was running the old Fashion gambling palace in those days. Levy lost at his faro table and claimed

April 7, 1916, *Tucson Daily Citizen*:

CONGRESS STREET PROPERTY IS SOLD

A transfer of property on the north side of west Congress street, occupied by La Bonanza store, was made yesterday by Hugo Donau to Wm. Marteny. The consideration named was $20,000. The buildings will be continued to be occupied by the present lessee, Carlos Jacome, owner of La Bonanza store. The property was bought by Mr. Marteny merely as an investment it is stated. He has been a heavy purchaser of Tucson real estate during the last two years.

that the game was crooked. A challenge followed. It was arranged to fight the duel across the line from Sasabe, as dueling was not permitted in the territory.

Murphey's friends heard that Levy was arranging to kill him before the duel took place, and Moyer, Dave Gibson and Murphey went to look up Levy. They met him at the Occidental hotel and the shooting followed.

All three were arrested, but later broke jail. It was claimed that the gamblers' friends had fixed the jailer. After being re-arrested, Moyer was convicted and served a year at the Yuma penitentiary, but the other two were acquitted.

Carlos Jacome

May 16, 1916, *Tucson Daily Citizen*:

SPANISH AMERICAN ALLIANCE BUILDING OPENED WITH APPROPRIATE CEREMONIES

The beautiful new home of the Alianza Hispano-Americano (Spanish American Alliance) was formally opened last evening with appropriate ceremonies.

Following a session of the lodge at 8 o'clock, the public was admitted to the spacious hall at 9 and with Carlos C. Jacome, supreme treasurer of the order in the chair, the ceremonies began.

The first speaker was Juan C. Merino, one of the founders of the order who told something of its history. The Aliana Hispano-Americano was organized twenty-three years ago. It is a mutual benefit society now, having members in Arizona, New Mexico and southern California. The headquarters of the order is at Tucson, the constitution providing that the secretary and treasurer shall reside here. Mr. Gonzales, the supreme treasurer, will have spacious offices in the new building.

The lot on which the building is located was purchased about ten years ago. It adjoins the Y. M. C. A. and has greatly advanced in value. The building was constructed by a separate corporation known as the Spanish American Alliance Building Company, the shares being sold among members of the order in three states. It cost $26,000. A large basement and two large store rooms on the ground floor are to be rented. On the second floor is a large hall, a banquet hall, kitchen, offices for the secretary and lavatories.

The second speaker on the program was Carlos Tully, a pioneer Spanish American resident of Tucson and president of the Porfirio Diaz Society, another mutual benefit order. He delivered an eloquent address.

A musical program was rendered by an orchestra and following the speaking program, those present engaged in dancing. Refreshments were served during the evening.

The exercises were in charge of the officers of the lodge consisting of C. C. Jacome, president of the board; C. C. Goodwin, secretary; D. Gil, treasurer. P. M. Elias, D. M. Valencia, and J. C. Merino, were the committee in charge of the arrangements.

June 27, 1916, *Tucson Daily Citizen*:

TUCSON BRANCH OF RED CROSS ORGANIZED QUIETLY

Imminence of Trouble With Mexico Makes Preparation Advisable Now

A Tucson branch of the American Red Cross will be organized tomorrow evening at the home of Mrs. Nathan Kendall, 907 North Fifth avenue. Steps quietly taken with the approval and assistance of Charles J. O'Connor, assistant director general at Washington and John L. Clymer, of San Francisco, director of the Pacific division, have assured a large initial membership.

The organization work was undertaken by Miss Jane Rider, Mrs. Nathan Kendall, Drs. H. W. Fenner and C. A. Themes.

The charter membership consists of Drs. J. Meade Clyne, C. A. Schrader, S. D. Townsend, A. G. Schnabel, T. Ed. Litt, Fred Fleishman, H. A. Drachman, Kirke T. Moore, T. A. Dickson, Nathan Kendall, R. K. Shelton, F. H. Hereford, Mrs. Albert Steinfeld, Mrs. Nellie Pomeroy, Mrs A. M. Franklin, Mrs. S. M. Franklin, Power Conway, Tenney Williams, Charles F. Solomon, Dr. M. P. Freeman, Leo Goldschmidt, Miss Phyllis Mansfeld, Dr. C. A. Meserve, Mr. and Mrs. A. I. Winsett, Fred Stewart, and Gordon H. Sawyer.

Other members who have been secured since are, Mrs. R. K. Shelton, Mrs. Epes Randolph, Mrs. Gordon Duvall, E. V. Anays, Carlos Jacome, Rev. W. J. Dixon, Mrs. H. H. Hurbert, Mrs. Julius Krutt schnitt, Jr., John Hall, Mrs. E. F. Harris.

At the meeting Wednesday evening, a chairman, vice chairman secretary and treasurer will be selected. Miss Rider is acting treasurer. The membership fee is $1.00 per year. Checks should be sent to Miss Rider. She can be reached by telephone, No. 514-J.

The purpose of organization is to insure that relief work if it becomes necessary as a result of intervention in Mexico, or through disaster, will be done efficiently, and money be spent rightly.

An effort to organize a branch of the Red Cross was made a year ago by Dr. Francis T. Nicholas.

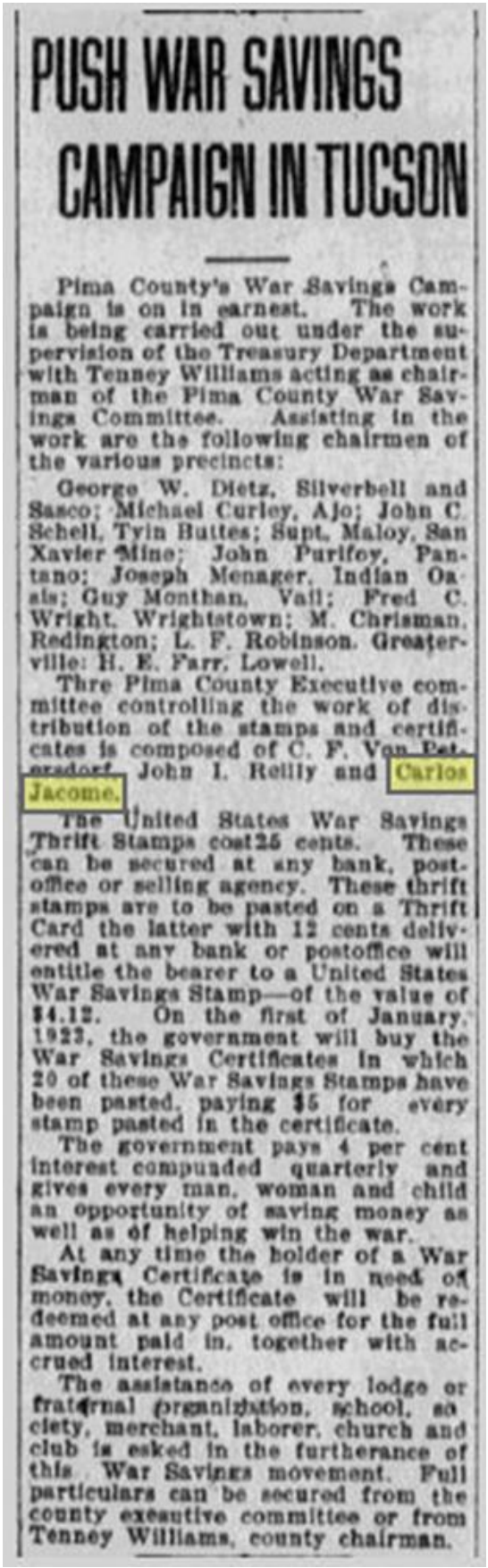
The new organization will plan a campaign later to increase its membership to 500.

October 24, 1917, *Tucson Daily Citizen*:

The Alianza Hispano-Americano, which makes its headquarters here, through Carlos Jacome, its treasurer, today subscribed to $5,000 of Liberty Bonds. All of the local members of the Executive Council of the order, authorized the purchase of the bonds some days ago but it was necessary to communicate with those members not residing in Tucson, who made the action unanimous.

Carlos Jacome

December 18, 1917, *Tucson Daily Citizen*:



PUSH WAR SAVINGS CAMPAIGN IN TUCSON

Pima County's War Savings Campaign is on in earnest. The work is being carried out under the supervision of the Treasury Department with Tenney Williams acting as chairman of the Pima County War Savings Committee. Assisting in the work are the following chairmen of the various precincts:

George W. Dietz, Silverbell and Sasco; Michael Curley, Ajo; John C. Schell, Tyin Buttes; Supt. Maloy, San Xavier Mine; John Purifoy, Pantano; Joseph Menager, Indian Oasis; Guy Monthan, Vail; Fred C. Wright, Wrightstown; M. Chrisman, Redington; L. F. Robinson, Greaterville; H. E. Farr, Lowell.

Thre Pima County Executive committee controlling the work of distribution of the stamps and certificates is composed of C. F. Von Petersdorf, John I. Reilly and Carlos Jacome.

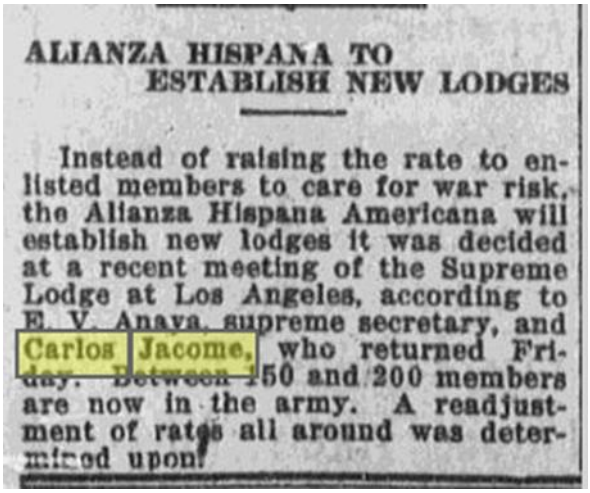
The United States War Savings Thrift Stamps cost 25 cents. These can be secured at any bank, postoffice or selling agency. These thrift stamps are to be pasted on a Thrift Card the latter with 12 cents delivered at any bank or postoffice will entitle the bearer to a United States War Savings Stamp—of the value of $4.12. On the first of January, 1923, the government will buy the War Savings Certificates in which 20 of these War Savings Stamps have been pasted, paying $5 for every stamp pasted in the certificate.

The government pays 4 per cent interest compunded quarterly and gives every man, woman and child an opportunity of saving money as well as of helping win the war.

At any time the holder of a War Savings Certificate is in need of money, the Certificate will be redeemed at any post office for the full amount paid in, together with accrued interest.

The assistance of every lodge or fraternal organization, school, society, merchant, laborer, church and club is esked in the furtherance of this War Savings movement. Full particulars can be secured from the county exesutive committee or from Tenney Williams, county chairman.

February 2, 1918, *Tucson Daily Citizen*:



ALIANZA HISPANA TO ESTABLISH NEW LODGES

Instead of raising the rate to enlisted members to care for war risk, the Alianza Hispana Americana will establish new lodges it was decided at a recent meeting of the Supreme Lodge at Los Angeles, according to E. V. Anaya, supreme secretary, and Carlos Jacome, who returned Friday. Between 150 and 200 members are now in the army. A readjustment of rates all around was determined upon.

April 6, 1918, *Tucson Daily Citizen*:

SARAH JACOME IS BRIDE OF B.C. PARKER

Pretty Marriage Ceremony at 5 o'Clock in the Morning at Sacred Family Church

The Holy Family Church was the scene of a charming little wedding Thursday morning at 5 o'clock, when Miss Sarah Jacome and Benjamin Clark Parker were married by Father Lucas. The marriage was celebrated very simply with only the immediate family and close friends attending.

Simplicity was the keynote of the entire event, adding to the beauty and dignity of the ceremony and to the setting with its Easter lilies and Calla lilies interwoven with fern which adorned the altar. Emphasizing the inconsciousness of the ceremony, a high mass was sung by Mr. Coenen and Mr. Guitterres.

The bride was attired in a fashionable traveling suit of d'argent blue and a large hat in pink of striking effect, which enhanced her dark and vivacious beauty. She carried a bouquet of bride's roses.

The motion of honor and the best man were Mr. and Mrs. H. A. Dalton.

Both the bride and groom are leading members of the Spanish-American colony of the old pueblo, which their families were instrumental in founding.

The bride is a musician of accomplishments, having been formerly in charge of the choir at the Cathedral, while for the past three years, she has conducted the choir at the Holy Family Church. Mrs. Parker, who possesses a delightful personality, is a graduate of St. Joseph's Academy, where she won high honors in music.

Mr. Parker is a member of the Knights of Columbus and is much admired by his many friends for his traits and personality. He is in the men's furnishing department of Phil Brannen's store.

Following the marriage, a family wedding breakfast was served at the home of the bride's parents, Mr. and Mrs. Carlos C. Jacome of North Stone [illegible] pink and white motif, embellished the table.

As guests of Mrs. J. M. Ronstadt, the couple are spending their honeymoon at the Ronstadt's country home at Margarita ranch, 70 miles from the city, set among the low rolling hills of that region. They will return at the end of two weeks.

Those attending the wedding were Mr. and Mrs. Carlos Jacome and daughters and sons, Josephine and Rosa and Henry and Frank, Mr. and Mrs. Ezra Shelley, Mr. and Mrs. J. M. Ronstadt, Mr. and Mrs. N. Smith, Mrs. Gertrude Oakes, Mrs. McCleary, Mrs. L. Amadrid, Miss Jesse Parker, Miss Bessie Judd, F. Aguilar, T. B. Aros, B. Calderon, F. Aguilar, Mr. Coenen and Mr. Guitterres.

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Carlos Jacome

June 5, 1918, *Tucson Daily Citizen*:

JACOME IS FINED $5
FOR ASSAULTING YOUTH

Carlos C. Jacome paid a fine of $5 in Justice Pease's court Saturday morning on a charge of assaulting Kenneth Simpson in his store on Thursday. Mr. Jacome pleaded guilty. It appears that Simpson, who is employed at the Consolidated National bank and is 17 years of age, went to La Bonanza to collect an account for a concern in another city. Words passed between them and Mr. Jacome resented some of Simpson's remarks, the fight resulting.

March 4, 1928:

13 Children Now Partners Of C. Jacome

Pioneer Merchant Has Plenty of Help in His Family

Carlos C. Jacome, pioneer Tucson merchant, has re-incorporated his business under the name of Jacome Department Stores, Inc., and has made each of his 13 children members of the firm. The new firm is incorporated in the sum of $500,000. Mr. Jacome is president and general manager of the firm, with S. S. Manzo, secretary, and Alexander Jacome, treasurer.

The 13 new members of the firm are: Carlos C. Jacome, Jr., of Seattle; Mrs. Anita J. Dalton,, Tucson; Mrs. Sarah J. Parker, Tucson; Mrs. Josephine Bloom, LaCrosse, Wisc.; Mrs. Rose J. Arras, Henry Jacome, Raymond and Juan, twins; Frank, Alex J., and Richard and Augustine, minors, all of Tucson.

Mr. Jacome has advanced to the presidency of the half million dollar corporation from a position here as messenger and cash boy under Isadore Meyer, pioneer Tucson merchant, who is now a resident of New York. At the age of 27, he purchased a small store on West Congress. From that beginning, he has increased his business until now he employs 27 people.

The Jarome family is one of the oldest in Tucson, coming here 90 years ago. Carlos Jacome's uncle being paymaster here for the Mexican government, prior to the days of the Gadsden purchase.

The location of his present business is the same site of Tucson's early school, where he attended as a boy. The school was on the eastern edge of Tucson then. Now it is in the central part of the business district.

Carlos Jacome

March 24, 1929, *Tucson Daily Citizen*:

Founded In 1896, Firm Now Does Business Of $500,000 Every Year

JACOME STORES, INC., Tucson's second oldest department store, on one of the busiest corners in Tucson's new business district, Congress at Scott, celebrates its 33rd anniversary this week.

From a modest and lowly beginning, founded by Carlos C. Jacome Sr., and Loreto Carrillo, in 1896, on borrowed capital, the firm has grown to its present size, doing an annual business of over half a million dollars.

Carlos Jacome Sr., and Loreto Carrillo operated their first store in a room measuring 12 feet by 35, located at Church and Congress, where the Cabinet Pool Hall now is. In 1902, the store had grown sufficiently to warrant a larger space. The business district at that time centered around Meyer and Main streets, but Mr. Jacome sensed that Tucson's growth would be in another direction, hence the new location was again on Congress street at number 90.

About the same time as the second expansion, in 1902, Loreto Carrillo sold his interest in the firm to G. S. Manzo. Mr. Manzo remained as an active partner until 1913 when he sold his interest to Mr. Jacome, Sr. In 1918, Mr. Manzo returned to the store as bookkeeper, and is now credit manager.

In 1908 the business had grown so large that the quarters were over crowded, and it became necessary to expand. This time the location was not changed, but the firm took in the business property adjoining, at 86 West Congress. This is still the location for the branch store, called "La Bonanza."

By 1925, the business had again experienced such rapid and extensive growth that another change was necessary. In that year, the firm moved to its present location on Congress and Scott.

When the firm moved to the new location, the merchandise was departmentalized, and remains today much as it was then, although the growth has been more rapid than even Mr. Jacome hoped.

In 1928, the firm incorporated with a capital stock of $500,000 and Carlos Jacome, Sr., became president. The present officers are, in addition to the president, Alex G. Jacome, vice-president, G. S. Manzo, secretary, and Henry Jacome, member of the board of directors.

Active in Organization

Carlos Jacome, Sr., actively associated with the firm since its incipiency, is an integral part of the present organization. Four of his sons are also associated with him, each doing his share toward building for the future as strongly as his father built in the past. The sons are Alex, Henry, Ramon, and Richard.

Loreto Carrillo, the first partner, was the son of Don Emilio Carrillo, a pioneer in this section of the southwest. Don Emilio also had extensive land holdings in Tucson, owning for a number of years the property now occupied by the Palace of Sweets and several pieces adjoining it. His son, Loreto, died shortly after turning over his share of the store to Mr. Manzo.

The little 12 by 35 foot store room in which the store was started was in a 'dobe building, with crude and meager furnishings and resembled nothing so much as a country store. The owners were not "merchants" then; they were "store-keepers." And their customers bought nothing but "staples."

These staples consisted of nothing but the essentials. There were no high sounding names for dress goods. There were quantities of calico, wool dress goods, and a few silks. The men's wear was the plainest most serviceable kinds.

Once a Year Buying

The women-folk came in once a year and bought their stock of clothing, which consisted of perhaps several calicos and one "best" dress which was often a silk. Only cotton stockings were ever sold.

Highly specialized departments were unknown. Everything was placed on the shelves, and no attempt was made to segregate the different classes of merchandise.

Those who came to the store knew exactly what they wanted, purchased it, and went away satisfied. If they came back the next year, or the next, they found the stock much the same, and they bought again the same type of "staples." High-powered salesmanship was not a part of the storekeeper's stock and trade.

In the second location, the stock was more orderly, and some attempt was made to display it more advantageously. Gas light fixtures added to the equipment, and a long ladder which ran around the room on a guide aided the selling materially. These were quite "modern" equipment in those days.

The ceiling was very high, and stock was piled clear to the top on three sides of the room, and it was to reach this that the ladder was used.

Floor Sprinkled

To display men's shirts, one of them was hung half way out of it's box, and the lid put back on. A customer, looking over the shelves, was able, at a glance, to pick out the type of garment he wished to buy.

The wooden floor was sprinkled with water and then swept, leaving large half circles of water soaked wood where the water had fallen heaviest.

With each expansion, the newest equipment was added, until finally, Jacome's, at its present location, is equipt with the latest of fixtures to display its wares to greatest advantage.

The personnel of the store has grown from three, the two partners and a delivery boy, to thirty five, and from no departments to ten.

The ten departments of the firm now are: dry goods, hosiery, art and lingerie, ribbon, lace and notions, ladies ready to wear, men's furnishings and luggage, men's hats, shoes, office and advertising. "La Bonanza" is a unit by itself.

Each department has a manager, and often an assistant. O. O. Wilson is manager of the dry goods section, assisted by J. N. Gonzales. With them are associated Miss Carol Evans, Miss Jeannette Soucy, and Miss A. Robles. Miss Grace Darr is manager of the hosiery and Miss Francis McWade her assistant. The art and lingerie department is presided over by Miss Charlotte Aros with Miss Clover Colby. Miss Mary Coenen has charge of the patterns.

Miss Julia Calderon superintends the ribbon, lace and notions, aided by Miss Mamie Hamlin and Miss R. Aragon. Miss Eline Sayre heads the ladies ready to wear, assisted by Mrs. Penney Taylor.

The men's furnishings and luggage department is managed by Charles Urquides, assisted by Ramon Jacome. Under Mr. Urquides are B. Romirez, and Kent Pomeroy. Richard Jones is in charge of men's hats.

G. F. Morales, manager of the shoe department, has working with him J. Acuna, E. Armenta, J. A. Collins and Lester Floersheim.

In the office, Miss Henrietta Martinez looks after the collections, and her brother, G. Martinez, acts as cashier.

A. Urias, Jr., is the display manager and E. E. Gill is advertising manager.

The branch store is managed by A. Aragon who has been associated with Jacome's for 25 years. Miss A. Rico is his assistant.

The various department heads make a yearly trip to the coast to buy, as well as purchasing from the salesmen who come to Tucson. Mr. Carlos Jacome, Sr., and Mr. Alex Jacome go to the eastern markets twice

March 24, 1929 Tucson Citizen

Carlos Jacome

March 24, 1929, *Tucson Daily Citizen*:

Carlos C. Jacome, founder of the Jacome Stores, Inc., is now president of this half million dollar corporation whhic is celebrating its thirty-third anniversary this week.

Carlos Jacome

April 20 & 25, 1929, *Tucson Daily Citizen*:

Tucson, Apr. 20, 1929

4-20-29

Carlos C. Jacome Property To Nikas

Values Double In Two Years In Vicinity of New Skyscrapers

As an indication of the increasing activity in real estate on West Congress street, announcement was made today of another sale of business property in which Carlos C. Jacome diposed of two business houses at Nos. 86 and 90 to Aristides Nikas and Paul Valanties. The price paid is regarded the most satisfactory for all concerned that has been reported in the several sales that have been made in this locality.

The deal was handled by the Tucson Realty and Trust company and has been pending only a few days. The purchasers conduct the Grand Cafe on West Congress street, near North Stone avenue, and have bought the property solely as an investment.

The two business houses at one time, before being partitioned, were the home of the original Jacome store, and Mr. Jacome still conducts business at No. 86 West Congress street under the trade name of "La Bonanza," aside from connection with the large department store emporium, Jacome's Department store, 87 East Congress street.

The other store included in the property sold is occupied by Diaz Pulido Bros., jewelers. Both stores together have a frontage of 40 and nine-tenths feet, and the lot on which they stand is 100 feet deep.

Jesse W. Taylor, vice president of the Tucson Realty and Trust company, said today that the price was indicative of the development of the West Congress street section of the city, also adjacent thoroughfares, and that the recent turn-over in properties in that vicinity showed that business properties in the city were enhancing in value.

"It may not be known," said Mr. Taylor, "but Congress street property is growing in value every day. I want it distinctly understood that there is no unnatural 'boom' in this property, and no one wants what is known as a 'boom,' but prices are going up, as could be expected with the construction of the Consolidated National bank building. Congress street property has doubled in value in the past two years. Frank Atlas bought the Litt corner two years ago for $121,000, and it was recently purchased by Elmer Present and associates for $218,000.

Residential Section Is In Lead

"Real estate men and builders have been busy for the past ten years developing the residential sections of the city, and the pretty homes and gardens found in Tucson are the pride of every Tucsonian and the beauty spots that we show to visitors. Now, attention is turned to the development of Congress and adjacent streets, and with the erection of the new bank and the Steinfeld hotel buildings, values will increase, and one improvement will come after another," he said.

Jacome and Otero Leave For Europe And Good Time

clt. — 6-25-29

For the first time in many years, the smiling face and gracious manner of Carlos C. Jacome is missing from the big Jacome department store. There are plenty of Jacomes in the store, for the boys all work there and are on the job today, but the man who made the business for the boys to keep going, is gone. In other words, Mr. Jacome has gone on a vacation. Yesterday when everybody was talking about Mr. Jacome's vacation and wondering when he would take it, he quietly boarded an east bound train and is on his way to Chicago. He will go from there to New York, where he will wait for his good friend, Teofilo Otero. They will go directly to Bordeaux, France, and there they will get their first taste of European life. Thence they will go to Paris, then to Seville, Spain, to see the Ibero-American exposition, and then to Germany. In Berlin they expect to have a real big time, and after they have remained in Berlin several days they expect to go to Cologne to see the great cathedral. So after they meet in New York to take their ship, it will be Carlos and Teofilo bound for the old country and for a good time.

Carlos Jacome

June 29, 1929:

Carlos Jacome and His Old Cronie, Teofilo Otero, Will Take One Real Vacation

Will Visit Europe In June, and Will See All the Sights

Carlos C. Jacome and Teofilo Otero are old cronies. For a long time they have intended to take a vacation, a real vacation. Mr. Jacome has been busy selling goods, years ago, when he had a store on West Congress street, and since then at his big department store on East Congress street. Mr. Otero has been raising cattle and selling them, and every time these old cronies met they would talk about that big vacation.

At last they decided to take that vacation, and some time during next month they will be Jacome and Otero, cronies and travelers. They are not going simply to Los Angeles and back again, or go to New York, where it is very hot and sweltering, and straight back home, but they will take a ship, when they get to New York, and go to Spain. They will see the great exposition at Seville, then they will go to Italy, to Belgium—they may drop over in to Germany, and surely will spend some time in Paris.

They have just announced to their families that they are going, and the sons, daughters and all the kinfolk are delighted that the old cronies are going to have a real vacation. It will be the time of their lives—that kind of a trip would be the time of anybody's life, and the new firm of Jacome, and Otero cronies and travelers, expect to enjoy it 100 per cent.

June 25, 1929

Carlos Jacome

1929:

Builder Of Jacome Stores Rises To Present Position Through Diligent Hard Work

Carlos C. Jacome, Sr., founder 33 years ago of the Jacome Stores, Inc., was born in Ures, Sonora, Mexico, April 8, 1870. He came to Tucson with his parents when he was about six years old, and has lived here continuously ever since.

He became a citizen of the United States in his 21st year.

He has watched with eagerness and interest Tucson's growth from a rambling country town, with unpaved streets and 'dobe buildings to the present thriving progressive city it now is.

Carlos Jacome's parents were poor. They had always been poor, struggle as they might, the family never seemed to attain riches. But there was something else which that family had which imparted itself to Carlos. It was the will to advance, the desire to making something of himself.

Even though Carlos was forced by circumstances to earn his own living or at least a part of it when he was only nine years old, the struggle which ensued did not kill in the boy all ambition. Rather it served to heighten that ambition.

His schooling was meager, stopping at the third grade, but book learning has ever been a negligible part of an intelligent person's wisdom, and so it was with this boy. Constantly reaching out for new knowledge, ever seeking the answers to unknown questions, he stands today, in his 59th year, a well educated, polished man of the world.

World Kind to Him

Carlos Jacome's keen blue eyes smile back at the world which has treated him generously and with a kindness which he has earned and which accords him the place which rightfully his through his diligent application.

The first work which occupied Carlos was lowly, yet elevating—carrying mud from the ground to the roof of a group of adobe buildings which still stand in front of the St. Augustine Plaza. His earnings were not great but they served their purpose in helping to care for the family.

Louis Mayer, of Mayer and Brothers, passing one day, saw the boy struggling with his load, thought it too much for one his age, and promptly took him into his firm as delivery boy. This was much easier work, and much more to the little chap's liking.

From delivery boy, he went progressively through several phases until he finally went to work for L. Zeckendorf and company as clerk, where he worked for 15 years, or until 1896.

In the meantime, the young man grown had hearkened to the seasons and in 1890 he had married Dionisia Montijo German, also of Ures, Sonora. This marriage was a happy one, but the added burden of a family of his own, made Carlos realize that he must look to something beside a clerk's position to care for these added responsibilities.

Borrow Capital

In 1896, Carlos and Loreto Carrillo borrowed a very small sum of money and set up a merchandising business of their own on West Congress street; and by constant application, hard work and thrift, that business has grown over the last thirty-three years to the present Jacome Stores, Inc.

To Mr. and Mrs. Jacome, 13 children were born, all of whom are living, nine boys and four girls. The sons, all grown to young manhood are Carlos, Jr., Henry, Ramon, Juan, Frank, Alex, Arthur, Richard and Augustine. The four girls, grown and married with families of their own are Anita who is now Mrs. H. A. Dalton; Sarah who is now Mrs. Ben Parker; Josephine who is Mrs. C. E. Bloom and Rose who is Mrs. T. B. Aros. Three sons are married, Carlos, Juan and Frank. There are eleven grand-children.

Most of the children still live with their father at the family residence, 629 North Seventh avenue, where Mrs. Aros, one of the daughters, presides since the death of their mother in January, 1927.

Four sons, Alex, Henry, Ramon and Richard are following in their father's footsteps and have gone into the firm to learn the retailing business from the ground up, each having started as their father started, a delivery boy.

Mr. Jacome, having lived all his life in Tucson, recalls vividly the various changes which have marked the progress of Tucson from a country town to cityhood.

Railroad in 1880

"Do you remember when the first railroad came through here?" he was asked.

"Yes, indeed I do. It was in 1880. Yes, in 1880. The sevuyors came through in 1878 and camped in the Military Plaza. We small boys used to think it great sport to run away over there to visit them, and to watch them work. They were a great source of interest to us and we were extremely curious about everything they did.

"And the first train came through in 1880. That was a step forward for Tucson.

"You know, I went to school right where our store now stands. A long low three roomed 'dobe school house stood here, and the play ground was where a part of the store building now is. In that school building was where many of Tucson's now prominent business men got their educations. We all went there and studied under Ignacio Bonillas, who was afterwards ambassador to Washington from Mexico under Carranza. He has returned to Tucson and still lives here.

"There were about 300 pupils in the school and when it was torn down about thirty years ago, we all hated to see the building go. Other structures were built on the ground, and torn down, however, before the building we now occupy was built. That will go too, some day.

"The early street cars were pulled by mules, and the cars themselves resembled very much the modern street car. There was only one line then which went from somewhere down on West Congress treet out to 'Bule's addition' which extended east.

"Horses were used extensively, too, of course, as a means of conveyance. The first automobile, as I remember was owned by Dr. Fenner who now lives in California. It was quite different, you can imagine, from the modern type.

Carlos Jacome

October 8 & 29, 1929:

JACOME RETURNS FROM VACATION

Veteran Merchant Tells of Lengthy Tour Through European Lands

10-8-29

Back from three and a half months in Europe, his first real vacation in many years, Carlos C. Jacome, president of the Jacome Department store, is full of his adventures and experiences in foreign lands. Five European countries were visited during his stay accompanied by Teofilo Otero well known Tucson cattleman.

After landing at Cherbourg, Jacome went at once to Southampton and London, using the British capitol as a point of departure for a number of sightseeing trips over England. He then went across the channel and to Paris where he stayed for a few weeks. During his visit in the French capitol he encountered Bishop Gerke who was then on his way from his journey to Rome.

Meets Tucsonans

Next came Spain. In Madrid, Jacome called on Mrs. Alicia R. Dominguez, the daughter of Mr. and Mrs. Fred Ronstadt, of Tucson. Jacome's pleasantest memory of Spain centers around the Barcelona Exposition. Not even the beauties of the Chicago World's Fair can equal the achievements of the current Andulasian fair. The greater part of Jacome's trip was spent in Spain. He saw all the beauties of that ancient country; he saw a bull fight, during which two matadors were badly gored; he saw the Escurial, near Madrid, where the royal family of Spain are buried. He saw such a myriad of sights that it will be months before they clarify and assume some semblance of order.

After Spain, a wide swing over Europe began. There was Italy, and visits to Rome and Venice, and many other places of interest. While at Rome Jacome was granted an audience with the Pope. He encountered Father Lucas, of the Carmelite order, who was formerly at the Holy Family church here in Tucson and Father Lucas acted as his guide during the stay in Rome.

Venice produced a surprise, Jacome said. He arrived there late at night, and leaving the railway station began looking for a taxi to take him to his hotel. His taxi proved to be a gondola, and the trip to the hotel resolved itself into a boat ride of over half an hour's duration.

Leaving Italy, he went to Switzerland, Germany and Belgium. Everywhere he was impressed by the prosperous appearance of the country and the people. Traces of war were few; the only noticable indication being the preponderance of women and children at work in the fields. This was particularly true in Germany, Italy and France. Jacome said.

Excellent Railroads

Another thing that impressed him, Jacome said, was the unfailing excellence of the railroads and overland; there is always room provided, or you wait for the next train. No one was allowed to stand up, or crowd in with somebody else. Then, the American Express company, with its myriad services, could not fail to make a profound impression. Mr Jacome said that one had to go abroad to really appreciate that company and its manifold services.

The three months and a half of travel came to an end, last Saturday night, when Jacome returned to Tucson. It was his first real vacation. Many years went by before it came. But, when it did come, he enjoyed it to the fullest and, the

Tucson Citizen
Oct. 27, 1929

Tucson's Fast Strides Depicted In Quick Rise of Jacome's Business

Progress Week Being Celebrated By Stores

cit 10-27-29

From a modest and lowly beginning in a little room, 12 by 35 feet, at Church and Congress street, where the Cabinet Pool hall now is, Jacamoe's, Inc., Tucson's second oldest department store, has grown to a firm, doing more than a half million dollars business, each year.

Carlos Jacome, Sr., and Loreto Carrillo opened their first store in 1896 and remained in their small location until 1902, when the growth of business necessitated larger quarters, which were found at 90 West Congress street.

In 1902, Mr. Carrillo sold his interests in the firm to G. S. Manzo, who remained as a partner until 1913 when he sold to Mr. Jacome and retired. In 1918, he returned to the firm as bookkeeper and today occupies the position of credit manager.

In 1908, the business had grown so large that the quarters were over crowded and it expanded into property adjoining at 86 West Congress. This is still the location of the branch store, "La Bonanza."

In 1925, the business had again expanded to such proportion that it was necessary to make a radical move. Having sensed the movement of the business district east on Congress street, Mr. Jacome moved into the present quarters at Congress and Scott streets.

When the firm moved to the new location, the merchandise was departmentalized, and remains today as it was then, although the progress has been more rapid than Mr. Jacome ever had dreamed.

In 1923, the firm incorporated with a capital stock of $500,000 and Carlos Jacome, Sr., became president. The other officers are: Alex G. Jacome, vice-president and merchandising manager; G. S. Manzo, secretary; and Henry Jacome, member of the board of directors.

Mr. Jacome's creed is a simple one, one by which he lives, and one by which he has taught his children to live.

"The only thing which I have ever strived to do is to be honest and truthful in all my dealings. I believe this is the basis of all real success."

Carlos Jacome

March 23, 1930, *Tucson Daily Citizen*:

JACOME VETERAN OF CITY FIELD

Mar. 23-30, Ctzn

For 34 Years He Has Been In Active Business in Old Pueblo

Thirty-four years ago Tucson was a "Cow Town," with the emphasis on both the cow and the town. Maybe it took a good merchant to succeed in those days, and perhaps he did not have to be so good.

Today Tucson is in many ways as metropolitan as any of the larger cities of the country, and the years are proving that the merchant who succeeds today in keeping abreast of his times must be about 100 per cent alive and alert. For a man to have begun his business career in Tucson 24 years ago, and to be not only in business today, but an outstanding leader in his line, is an achievement of no small note. Such a man is Mr. Carlos Jacome, the 34th anniversary whose entrance into business in Tucson will be celebrated this week at the Jacome Department Store at the corner of Congress and Scott.

Jacome Stores, Inc., is Tucson's second oldest department store.

From a modest and lowly beginning, founded by Carlos C. Jacome, Sr., and Loreto Carrillo, in 1896, on borrowed capital, the firm has grown to its present size, doing an annual business of over half a million dollars.

Carlos Jacome, Sr., and Loreto Carrillo operated their first store in a room measuring 12 feet by 35, located at Church and Congress, where the Cabinet Pool Hall now is. In 1902, the store had grown sufficiently to warrant a larger space. The business district at that time centered around Meyer and Main streets, but Mr. Jacome sensed that Tucson's growth would be in another direction, hence the new location was again on Congress street at No. 90.

About the same time as the second expansion, in 1902, Loreto Carrillo sold his interest in the firm to G. S. Manzo. Mr. Manzo remained as an active partner until 1913 when he sold his interest to Mr. Jacome, Sr. In 1918, Mr. Manzo returned to the store as bookkeeper and is now credit manager.

In 1908 the business had grown so large that the quarters were overcrowded, and it became necessary to expand. This time the location was not changed, but the firm took in the business property

Where Tucson Reviews Fashions

Above—Scene at the spring fashion show in the Jacome store, and below, Carlos Jacome, pioneer merchant, head of Jacome Stores, Inc.

adjoining, at 86 West Congress. This is still the location for the branch store, called "La Bonanza."

By 1925, the business had again experienced such rapid and extensive growth that another change was necessary. In that year, the firm moved to its present location on Congress and Scott.

When the firm moved to the new location, the merchandise was departmentalized, and remains today much as it was then, although the growth has been more rapid than even Mr. Jacome hoped.

In 1928, the firm incorporated with a capital stock of $500,000 and Carlos Jacome, Sr., became president. The present officers are, in addition to the president, Alex G. Jacome, vice president; G. S. Manzo, secretary, and Henry Jacome, member of the board of directors.

Active In Organization

Mr. Carlos Jacome, Sr., actively associated with the firm since its incipiency, is an integral part of the present organization. Four of his sons are also associated with him, each doing his share toward building for the future as strongly as his father built in the past. The sons are Alex, Henry, Ramon and Richard.

Today, although 60 years of age, Jacome is still one of the most alert persons in the entire store, and in spite of the fact that he needs no longer give the business his personal supervision, is able to go into any department and lay his hands upon any particular piece of

Carlos Jacome

March 23, 1930, *Tucson Daily Citizen*:

merchandise with its quality and price on it, it is as familiar to him as when he did most of the selling years ago. Speaking of his work and of Tucson of today, Mr. Jacome said:

"I would be lost without my work, for I thoroughly enjoy it. Of course I no longer work because I need to, for Alex and the other three boys who have entered the business have taken the more arduous work off my hands, but if I had to quit entirely I wont know what I would do. My greatest pleasure is to be down on the main floor and meet and wait upon friends who have been familiar in our store for years past. No, I don't think I'll ever quit work.'

Speaking of business in Tucson today he said, "We certainly have no complaint to make of hard times for our business this year is showing a very nice gain over that of last year. I think Tucson has a great future before her, and will continue to grow and progress so long as we all work together to make it so."

JACOME HONORED BY HIS EMPLOYES

Last evening Carlos C. Jacome was the guest of honor at a picnic in Bear Canyon on the occasion of his 60th birthday given him by all the employes of the Jacome Department Store.

The Big Rock House was the scene of dancing after the picnic dinner and music was furnished throughout the evening by a six piece orchestra.

One of the big features of entertainment was a Mock Fashion show put on with clothes taken out of storage in the basement that dated almost from the beginning of the stores history.

Some 40 persons enjoyed the birthday festivities and nearly all had some part in the entertainment.

January 21, 1930, *Tucson Daily Citizen*:

Carlos Jacome Is One of 12 Who Organized Alianza

Only Four Survive of First Members 17 Years Ago

Jan. 21 1930

Great things grow from little matters, said Lao-Tzse, the Chinese philosopher. And then Americans coined the proverb about great oaks coming from acorns.

Such has been the history of the Alianza Hispano-Americana, fraternal benefit association, the convention of which closed in Tucson last night. The organization, which encloses 15,000 members now and which has lodges from Mexico City to Wyoming, was born in Tucson 36 years ago.

A dozen men gathered in the flicker of a lamp-lit room January 14, 1894, to promote social activities and fraternal insurance among the Spanish-speaking peoples. Only four of the charter members are now living. They are Carlos Jacome, who is yet active in the Alianza; Santiago Ward, Y. Calvillo, and M. Riesgo. All are still in Tucson and can remember the early years when the association hovered between success and failure. Mr. Jacome was supreme treasurer of the national body for 17 years.

Fraternal insurance companies had paid little attention to the Spanish-speaking population of Tucson before the Alianza came into being and this was the main goal of the founders. They met twice every month. The Alianza chapters in Tucson today meet at 11 o'clock every Sunday and the same spirit prevails in the order.

The first officers of the Alianza, all of whom are dead but still remembered by many Tucsonians, were: C. J. Velasco, president; Pedro C. Pellon, vice president; Hilario Urquides, second vice president; Enrique Meyer, first secretary; Manuel Montijo, second secretary; and M. S. Samaniego, treasurer. Those who drew up the by-laws were Mr. Velasco, Mr. Pellon and Carlos Tully, who were prominent for many years in the affairs of the organization.

Tucson Daily Citizen

Carlos Jacome

Carlos Jacome

April 24, 1930, *Tucson Daily Citizen*:

Carlos Jacome Felicitated Upon His Sixtieth Birthday

Veteran Merchant Came To Tucson 57 Years Ago from Sonora

Carlos C. Jacome, pioneer Tucsonian, and prominent in local business affairs for the past 34 years, celebrated his 60th birthday here today. Telegrams of felicitation poured in from his numerous friends all over the southwest and he was kept busy receiving the greetings of Tucson well-wishers.

Despite the fact that he has nine grown sons, most of whom are active in his business, the veteran merchant announced that today was merely another birthday for him and that he feels as active and ambitious as ever. Retirement is neither in his vocabulary nor nature, he said.

Carlos C. Jacome is one of the few Tucson residents who have literally grown up with this city. He has been a resident of Tucson for the past 57 years and has been a leading merchant of the city for 34 of those years. Born in Ures, Sonora, April 24, 1870, Mr. Jacome came to Tucson with his parents three years later. At the age of seven he went to work and has been working ever since, having acquired his education both in school and in actual experience.

CARLOS C. JACOME

During his 57 years here, Mr. Jacome has seen Tucson grow from a comparatively small village to its present size, and his formula for success has been to grow with the times and to take advantage of all new methods in business that make for expansion. Although he missed being a native Tucsonian by a scant three years, he has reared a family of 13 children here, nine boys and three girls. He is at present president of Jacome's Department Store here and is active in its management.

Apr. 24, 1930
Citizen

C. C. Jacome

This is C. C. Jacome, founder of the Jacome store. The picture was taken nearly two score years ago.

Carlos Jacome

March 15, 1931, *Arizona Daily Star*:

40 Years Ago

CARLOS JACOME

JACOME'S WILL HAVE BIRTHDAY

Present Month Sees 34th Year Pass Since Tucson Store Opened its Doors

"Jacome's", one of Tucson's largest department stores, is celebrating its thirty fourth birthday this month. Established in 1896 by the present owner, Carlos C. Jacome, and Leopold Carillo, this pioneer business firm has watched some of the most eventful years in the history of Tucson roll by and has more than kept pace with the progress of the city.

"The history of Tucson and of Jacome's is interesting," Jacome said in speaking of the birthday, "but it is not important when we think of the future. Thirty four years of intimate contact with the business life of this community has instilled in me an ever lasting faith in in the future of this southern Arizona section. No one who has not watched Tucson can fully realize how impossible it appeared to us even fifteen years ago that Tucson would reach the point it has now gained. We know that it did not 'just happen' and likewise we know that the progress in store for us during the next fifteen years will not 'just happen'."

The history of the Jacome firm is the history of other successful mercantile establishments in Arizona. Carlos C. Jacome, a resident of Tucson for close to 60 years, has taken an active part in the affairs of his community. He was one of the organizers of the Alianza Hispano Americana and was its secretary for 25 years. He was a member of the constitutional convention preparing Arizona for statehood and has been identified in countless other civic and political enterprises.

Before organizing the firm which now bears his name Jacome was employed by the old L. Zeckendorf company here. Leaving this firm he formed a partnership with Leopold Carillo, a cattleman, and established the present firm on March 25, 1896.

Associated with him now are his sons who are taking an active part in the business. Alex G. Jacome is vice-president and manager and the other sons interested in the business are Henry, Richard, Frank, Arthur and Ramon.

March 15, 1931

ARIZONA DAILY S

Carlos Jacome

April 13, 1931, *Arizona Daily Star*:

Jacome's Department Store Begins $35,000 Expansion

Business Which Started In Tucson In 1896 to Expand and Make Important Improvements; Tucson Firm Is Awarded Contract

cit 6-13-31

Announcement was made today that the Jacome Department Store will make important improvements which will cost over $35,000.

For sometime it has been realized by Carlos C. Jacome, founder, that its steady growth had reached proportions which made expansion necessary. Situated since 1925 at 87 East Congress street in the Schrader building, it has been decided by Carlos C. Jacome that the second story of the building will be occcupied as a part of his store and that every department will be enlarged. The floor space will be increased from 12,000 square feet to 25,000.

Contract Awarded

The contract has been awarded by Mr. Jacome to McBee and Dean. Union labor will be employed on all work.

A deal has also been closed for complete fixtures to be furnished by the Webber Show Case and Fixture company and for a Llewellyn elevator to be installed in the northeast corner which will run from the large basement which is now used to the second floor with a stop at the mezzanine floor.

Front to be Changed

The front of the building will be rebuilt in moderne style architecture with a foyer of 16 foot depth, thus doubling the window display capacity by having the windows extend toward the interior of the store. The four show windows now used over the front door for interior display will be rebuilt so that they will open on the street and will be illuminated at night.

The mezzanine floor, which now extends over a portion of the rear, will be torn out and a new mezzanine will be installed to extend across the entire rear section of the store, so that the elevator door will open directly on it. The floor space of the mezzanine will be doubled so that it will comprise the office and the luggage department, the latter now being in the basement.

To Double Shoe Department

Alex G. Jacome, merchandise manager, in outlining the plans said that the shoe department which is now on the left side of a part of the first floor would be extended across the entire rear and the stock enlarged though the men's department will remain where it is.

The plan to take over the second floor of the building has been closely studied by Carlos C. Jacome and worked out in such a manner to give patrons every convenience possible. A ladies' lounge and rest room will be erected on the right of the elevator. and continuing toward the front on the right of the boys' department will be opened, the next department to the front to be the infants' and children's departments.

Especial attention will be given the large department for corsets and lingerie. The entire second floor is to be beautified and heavily carpeted and finished in artistic taste and with graceful appeal.

Personnel to Remain Unchanged

Mr. Jacome said today that the personnel of the store would remain the same as heretofore but that in due time provisions would be made to take care of the increased volume of business. The Jacome store now has 30 employes, with divisional heads as follows:

Merchandise manager — Alex G. Jacome.

Clothing section—Henry Jacome.

Men's furnishings — Charles Urquides.

Shoes—G. F. Morales.

Millinery and ready-to-wear—Miss E. Sayre.

Lingerie—Miss C. Aros.

Piece goods—Ora O. Wilson.

Hosiery—Miss Grace Darr.

Ribbons and notions—Miss Julia Calderon.

Comptroller—G. S. Manzo.

Credit manager—Miss E. Martinez.

Is Pioneer Firm

The new epoch in the Jacome store's history will be noted with interest in Tucson. Carlos C. Jacome came to Tucson when five years old with his parents from Mexico. As a boy he attended school in Tucson's first school house on the site where the store now stands. His first job was that of an errand boy for Meyer and Meyer who had a business on San Augustine plaza. He worked there until he knew every customer of the store in town. His energy and painstaking methods attracted the attention of L. Zeckendorf who gave him a job and he was with him ten years.

Firm Started In 1896

Carlos C. Jacome started in business in Tucson on West Congress street in 1896 with Loreto Carrillo, on borrowed capital. The store then moved to 86 West Congress street and the firm became Jacome and Manzo, G. S. Manzo being a partner. The business grew rapidly and the capacity of the store was doubled. In 1913 the firm was dissolved and Mr. Jacome continued in business at the same place until 1925 when the store was moved to the present place of business, occupying the building that had been vacated by W. F. Kitts and Sons.

Carlos C. Jacome, always at the helm with his business, has always taken a keen interest in the affairs of his state, and oftimes recalls with pride that he was a member of the Arizona Constitutional convention in 1910 and took a prominent part as a delegate from Pima county.

Carlos Jacome

June 14, 1931:

Jacome's Rise to Status of Merchant Parallels Tucson

Remodeling Plans for Present Home Brings Memories of School Which Once Occupied Site; Head of Firm Received Portion of Education There

6-14-31

Back in the halcyon days of free liver for the cat; when a square meal, including pie, coffee and a toothpick, might be obtained for two-bits; and when the gaiety of the Old Pueblo was as spontaneous as the up-the-aisle smile of a blushing June bride, there attended the one and only public school, located on what is now the northeast corner of Congress and Scott, a small boy with a little lunch bucket and a huge ambition.

The boy's name on that school roster, which included so many of Tucson's band of pioneers, was Carlos C. Jacome. With his parents, he had come to Tucson at the age of 5 years, and that was 56 years ago. He attended the first, second and third grades of Tucson's first school, a one-story adobe building, and then, through force of circumstances, he put away his slate and fancy ruler and went to work. He was only 9 years old then. There followed a career the like of which since has provided much choice copy for those relating Horatio Alger careers for the success magazines.

Made Adobes

Just now the store that bears his name is about to undergo remodeling and refurnishing which will cost upwards of $40,000, but more of that later. Let us for the nonce speak of the then little Jacome boy whose business career is tied up with the advancement of commercial Tucson as closely as Nip was associated with Tuck.

Leaving school, the boy sought employment of any kind, and that's just about all he found. And so for several weeks he helped pack the dirt which was being used to build an adobe structure located directly across from old San Augustin cathedral. Here, if ever, it would seem, was the start from which the career of a merchant prince, or any other outstanding success, might mount. Truly, here was the American tradition. Then one day along came Isadore Meyer, whose merchandise store in that far time was considered the last word. Impressed with both the extreme youth and the willingness of young Jacome, the merchant offered him a position, or perhaps one should say job. A job it was, and the boy, now perhaps all unknowingly launched on his life's career, did just as good a piece of work in handling merchandise as he had in packing dirt for the adobe structure. Subsequently he changed the scene of his activities to the store owned by Al Zeckendorf, and still later he was employed by W. E. Felix, also a merchant.

Started Own Store

By then he was 25 years of age and the desire for a store of his own burned unremittingly. And so he took the $500 which he and a partner were able to borrow and set up shop at 90 West Congress street. The partner, who subsequently retired from the firm, was Loreto Carrillo. The business prospered beyond, it was indicated, their bravest dreams. From 1902 onward the business was operated under the sole direction of Jacome. Meanwhile the quarters had been enlarged on numerous occasions to keep up with the constant rise in the cash register receipts.

The firm, now known as Jacome's Department Store, Inc., in 1925 moved to the historic spot which since has been its home, and into the building which is to be thoroughly revamped and modernized. The firm a that time had been in busines for 30 years. It had been started with two partners and no employes. It now has 35 employes.

Almost as interesting as the old school building which it replaced is the present home of the store, which in itself is quite redundant with historical atmosphere. The property is owned by Mrs. C. A. Shader and the merchandising firm holds a long-term lease. The improvements, it was stated, are being made by the Jacome firm. The building was rebuilt, following a fire, in 1905. The upstairs section provided the first meeting place of the I. O. O. F., and the Southern Pacific of Mexico offices at one time occupied the upper story. The top floor also, more than two decades ago, provided the meeting place for two different churches. The property measures 125 by 50 feet.

Worked for Others

Paralleling the career of his father in singular manner is that of Alex Jacome, active manager of the firm. He went to work in the store as a delivery boy when 10 years old. Later he made a tour of the east—"learning how to do it," he explained, working, among other stores, at Macy's in New York City. In 1927 the younger Jacome returned here and resumed work in the store, which at the time still was actively managed by his father, who has since entered semi-retirement. But Alex isn't the only son of the founder actually engaged in operation of the store. There are five other brothers—Frank, Arthur, Richard, Henry and Ramon.

Work of improving the building, which was commenced during the past week, is being done by McBee & Dean, a local contracting firm. Only union labor will be employed, it was explained, and it also was stated that the work was being done at this time, at least partially, for the purpose of assisting to alleviate the unemployment situation of the city.

The improvements, which will include complete remodeling of the upper floor, which in the past never has been available as sales space, and also remodeling half of the basement for the same purpose, will increase the floor space 8000 square feet, giving the store a total of 15,000 square feet of floor space. Through this method, it was explained, the volume of the store's potential turnover will be increased approximately 50 per cent.

The plans include remodeling of the facade which, according to the blueprints, will take on the appearance of that Tiffany touch which has during the past several years put sweetness and light into the previously drab business world. The facade will be finished in sandstone. There will be artistically designed windows located at strategic intervals, judged from the artistic angle, and an imbedded system of illumination will flood the facade during the early nocturnal hours when wife and husband are prone to do their "window wishing."

New Window Design

The approach to the entrance, combining the futuristic and modern design, will be increased in depth to 15 feet, allowing for additional show window room and a larger promenade for the prospective shopper. The floor of the approach will be done in Terrazo which is a fancy and vari-colored pattern of stone. This will be extended out to the curbing.

Fixtures provided for the new additions to the sales space will cost approximately $15,000. They will be furnished by the Weber Show Case company of Los Angeles. An electric elevator will be installed, accommodating the four floors of the store—basement, first floor, mezzanine and second floor.

The remodeling work, according to present plans, will be completed by September 1.

Carlos Jacome

September 10, 1931, *Tucson Daily Citizen*:

Sept 10, 31

"Unemployed Dollars" Must Be Used To Help Business, Believes Carlos C. Jacome

"Idle Money Makes Idle Men," Says Veteran Merchant In Regard to Present Situation In All Lines of Endeavor

C. C. Jacome upon his return from a stop on the Pacific coast, expressed regret that it was not his privilege to be in Tucson on Monday, Sept. 7, when the people of Tucson celebrated Labor Day.

Commenting upon labor conditions and business in general, Mr. Jacome expressed the view that while many take an absolute stand for optimism, nevertheless the depression is here and that we may as well face the facts.

"There is no questioning the fact that the people have money, more perhaps than ever before," said Mr. Jacome, "but the very basis of our employment problem lies in the fact that we have too many unemployed dollars, dollars that stay hidden and will not venture forth." In the face of conditions to the contrary we have seen fit to go ahead with the rebuilding plans for our company. We may be right and me may be wrong, but that is our answer to this employment problem and our suggestion is to others to follow us as an answer to the unemployment situation, continued the pioneer Tucson merchant.

Charity Not Asked

"The laboring people do not want charity, they want work and we all can put someone to work, according to our needs, and the size of the job we are perhaps right now holding in reserve. The wonder of the whole situation is that there is not more unrest in our country than there is. I give great credit to the American system of education in our public schools. Patroitism is taught even beginning in our grade schools. Youngsters are taught to respect our form of government and so that some time they will be a part of it. Growing up in this atmosphere our people are not moved to unrest and anti-governmental practices."

"More of us should cast fear aside and put our unemployed dollars to work. These will, in turn put laborers to work. Buying now is almost a patriotic duty, just as it was in war time when we bought Liberty Bonds.

Is Duty to Buy

"The war we are trying to win now is against unemployment and it touches a great many people, honest American citizens, who want to earn an honest living. And using more war terms, there are 'slackers' today just as there were in those war days. And when the slacker dollar goes to work, then times will be better and not before. Regardless of what we need, be it an automobile, clothes, shoes, house furnishings, a new paint job for the house or the car, an electric refrigerator, a garage for the home, a winter lawn and so on down the list, NOW is the time to buy.

"And, there are two good reasons for it. Your dollar will buy more now than for many years past, and buying starts industry to moving and puts men to work."

"My attitude is not a selfish one," said Mr. Jacome, "though I am in business. The cure for this nation-wide problem, I believe, is up to the local buyer. People who are holding their money can become the 'self-starter' for better conditions and greater prosperity for all and I believe we will put it over, beginning this fall or winter."

Mr. Jacome has returned to San Diego where he will remain a few days, returning to Tucson for the Jacome store opening about Sept. 25.

Mr. Jacome, who founded Jacome's Stores, Inc., 38 years ago, was born in Ures, Sonora, Mexico, April 8, 1870. At the age of six years he came to Tucson with his parents and had lived here ever since.

During the 56 years which he spent in Tucson he rose from the position of messenger boy for the firm of L. Mayer & Brothers to the president of a $500,000 department store which bears the family name.

He was one of the three surviving founders of the Tucson lodge of Alianza Hispana Americana which later expanded to the supreme society of international ramifications. He was also a member of the Woodmen of the World, Knights of Columbus and the state constitutional convention in 1912.

Though he was forced to leave school after he had completed the third year and turn to the obligations of a bread winner, he was considered an extremely highly educated and polished man by all who knew him.

He once said that his only hobby was business and the successful organization which he leaves behind him is a tribute to diligence and success with which he followed his "hobby."

From his job as messenger boy he went to work for Lonergan & Holmes. In 1898, with the aid of Emelio Carrillo, a rancher, he went into business for himself, establishing a store at 86-88 West Congress street, leaving it later to take over the W. F. Kitts Sons store at Congress and Scott streets where the present store now stands, a modern and successful establishment.

In 1890 he married Dionisia Montijo German, also of Ures, Sonora. To them were born 13 children, all of whom are now living. Nine boys and four girls comprise the family. The sons are Carlos, jr., Henry, Ramon, Juan, Frank, Alex, Arthur, Richard and Augustine. Three of the sons, Carlos, Juan and Frank are married. The four daughters, all of whom are married and have families of their own, are Anita, now Mrs. H. A. Delton; Sarah, now Mrs. Ben Parker; Josephine, now Mrs. C. E. Bloom, and Rose, now Mrs. T. B. Aros. There are eleven grandchildren.

With the exception of Carlos, jr., and Mrs. Bloom, all the children are living in Tucson, most of them making their home at the family residence at 629 North Seventh avenue. Mrs. Jacome died in Tucson in January, 1927.

Four of the sons, Alex, Richard, Ramon and Henry are following their father's profession and are actively engaged in conducting the business of Jacome's department store. Alex is vice-president and general manager of the store, a position which he has held for several years.

Carlos Jacome

Unknown date:

Prominent In 36th Anniversary of Jacome's

Henry Jacome, manager of the men's department.

Richard Jacome, assistant merchandise manager.

Arthur Jacome, who is with the men's department.

Carlos C. Jacome, founder and president of the Jacome department store, intended this year to shift the program for the 36th anniversary of the store to younger shoulders, but despite this, he has returned from San Diego where he had gone for a vacation and is back at his desk.

The large department store at 87 East Congress street will observe the anniversary program until April 12, with a sale such as it has conducted in Tucson every spring for 35 years. The Jacome store was started on West Congress street, and has grown gradually along lines of security and honest bargains and for the program this year adopted the slogan: "Thirty-six years of Service."

"More people have visited our store this year than ever before on the occasion of our anniversary event," said Alex G. Jacome, vice-president and merchandise manager. "We have made this anniversary sale especially attractive by presenting the best bargains ever seen at our store, and it has been indeed a great pleasure to display our merchandise to friends at such inviting figures."

The Jacome store began business in Tucson 36 years ago under the name of Jacome and Carrillo with the personnel consisting of Emanuel Laro, delivery boy, and with Loreto Carrillo, Carlos C. Jacome and Alex Barredo behind the counter. Jacome's now has 47 employes, with Henry, Richard and Arthur Jacome directing their departments as outstanding members of the organization.

Carlos Jacome

December 9, 1932:

DEATH COMES FOR PIONEER, CARLOS JACOME

Funeral To Take Place Tuesday Morning At Family Residence

12-9-32

Carlos C. Jacome, Tucson pioneer business man, and president of the Jacome department store, Inc., died at 6:30 o'clock this morning at St. Mary's hospital after an extended illness. The passing of the well known merchant, at the age of 62, was peaceful and expected.

Mr. Jacome's busy career as a leader in civic and business affairs of the city was interrupted several months ago, and he was forced to retire from active participation in business. Since then he had been failing slowly, and rallied slightly after going to St. Mary's hospital, but a throat trouble which grew gradually worse, could not be checked. His death was announced early today by his son Alexander G. Jacome, vice president and general manager of the store which his father founded.

The funeral services will be Tuesday morning at 10 o'clock. By then Mrs. C. E. Bloom, formerly Miss Josephine Jacome, now residing at St. Joseph's, Mo., and a son, Carlos C. Jr., a business man of Seattle, Wash. are expected to reach Tucson. The Tucson Mortuary has charge of arrangements.

The late Mr. Jacome was a member of the Woodmen of the World, a charter member of the Alianza Hispana Americana, the Knights of Columbus, and was a member of the state constitutional convention in 1912.

The death of Mr. Jacome cast a pall over business circles today in which he had moved for a third of a century as a leading factor. Mayor Smith, former Mayor Rudolph Rassmessen, and many Tucsonians joined in economums to the deceased, and numerous calls were made at the family residence, 629 North Seventh avenue, to express condolence.

Came Here as Child

Mr. Jacome, founder 38 years ago of the Jacome Stores, Inc., whose career ended today, was born in Ures, Sonora, Mexico, April 8, 1870. He came to Tucson with his parents when he was about six years old, and had lived here continuously ever since.

He had watched with eagerness and interest Tucson's growth from a rambling country town, with unpaved streets and 'dobe buildings to the present thriving progressive city it now is.

Carlos Jacome's parents were poor. They had always been poor, struggle as they might, the family never seemed to attain riches. But there was something else which the family imparted to Carlos. It was the will to advance, the desire to make something of himself.

Even though Carlos was forced by circumstances to earn his own living or at least a part of it when he was only nine years old, the struggle which ensued did not kill in the boy all ambition. Rather it served to heighten that ambition.

His schooling was meager, stopping at the third grade. Constantly reaching out for new knowledge, ever seeking the answers to unknown questions, he died today, in his sixty-second year, a well educated, polished man of the world.

Man of Cheerful Mood

Carlos Jacome's keen blue eyes smiled back at the world which had treated him generously and with a kindness which he had earned and which had accorded him the place which was rightfully his through his diligent application.

The first work which occupied Carlos was lowly, yet elevating—carring mud from the ground to theroof of a group of adobe buildings which still stand in front of the St. Augustine plaza. His earnings were not great but they served their purpose in helping to care for the family.

Louis Mayer, of Mayer and Brothers, passing one day, saw the boy struggling with his load, thought it too much for one his age and promptly took him into his firm as delivery boy. This was much easier work, and much more to the little chap's liking.

From delivery boy, he went progressively through several phases until he finally went to work for L. Zeckendorf and company as clerk, where he worked for 15 years or until 1896.

Started Store in 1896

In the meantime, the young man grown had hearkened to the seasons and in 1890 he had married Dionisia Montijo eGrman, also of Ures, So-

Carlos Jacome

December 9, 1932:

nora. This marriage was a happy one, but the added burden of a family of his own, made Carlos Jacome realize that he must look to something beside a clerk's position to care for these added responsibilities.

In 1896 Carlos and Loreto Carrillo borrowed a very small sum of money and set up a merchandising business of their own on West Congress street; and by constant application, hard work and thrift, that business has grown over the last thirty-six years to the present Jacome Stores, Inc.

To Mr. and Mrs. Jacome, 13 children were born, all of whom are living, nine boys and four girls The sons all grown to young manhood are Carlos, Jr., Henry, Ramon, Juan Frank, Alex, Arthur, Richard and Augustine. The four girls grown and married with families of their own are Anita who is now Mrs. H.. A. Delton; Sarah, who is now Mrs. Ben Parker; Josephine, who is Mrs. C. E. Bloom and Rose, who is Mrs. T. B. Aros. Three sons are married: Carlos, Juan and Frank. There are eleven grand-children.

Most of the children still live with their father at the family residence, 629 North Seventh avenue,—where Mrs. Aros, one of the daughters, presides since the death of their mother in January, 1927.

Seen Many Changes

Mr. Jacome, having lived all his life in Tucson, oftimes recalled vividly the various changes which have marked the progress of Tucson from a country town to cityhood.

"Do you remember when the first railroad came through here?" he was once asked.

"Yes, indeed I do. It was in 1880. Yes, in 1880. The surveyors came through in 1878 and camped in the Military Plaza. We small boys used to think it great sport to run away over there to visit them, and to watch them work. They were a great source of interest to us and we were extremely curious about everything they did.

Sees First Train Arrive

"And the first train came through in 1880. That was a step forward for Tucson.

"You know, I went to school right where our store now stands. A long, low, three-roomed 'dobe school house stood here, and the play ground was where a part of the store building now is. In that school building was where many of Tucson's now prominent business men got their educations. We all went there and studied under Ignacio Bonnillas, who was afterwards ambassador to Washington from Mexico under Carranza. He has returned to Tucson and still lives here.

"There were about 300 pupils in the school and when it was torn down about thirty years ago, we all hated to see the building go. Other structures were built on the ground, and torn down, however, before the building we now occupy was built. That will go too, some day.

"The early street cars were pulled by mules, and the cars themselves resambled very much the modern street car. There was only one line then which went from somewhere down on West Congress street out to 'Buele's addition' which extended east.

"Horses were used extensively, too of course, as a means of conveyance. The first automobile, as I remember was owned by Dr. Fenner who now lives in California. It was quite different, you can imagine, from the modern type."

Had Simple Creed

Mr. Jacome's creed was a simple one, one by which he lived and one by which he taught his children to live. "The only thing which I have ever strived to do is to be honest and truthful in all my dealings. I believe this is the basis of all real success."

JACOME RITES ARE PLANNED

Service Will Be Held At San Augustine Church Tuesday

Dec. 12, 1932

The funeral services for the late Carlos C. Jacome, Tucson pioneer merchant, will be held at San Augustine cathedral Tuesday morning at 10 o'clock. Burial will be in Holy Hope cemetery. The Rev. Father Carmelo Corbella, priest of the parish of the Holy family, will conduct the services. The choir of the SS. Peter and Paul church, directed by William Ferguson, will sing at the requiem mass. Mrs. Dolores Aros will sing a solo, with Manuel Montijo as accompanist. The body of the late Mr. Jacome is lying in state at the parlors of the Tucson Mortuary. It will be taken to the family residence this afternoon. The active pall bearers will be: Genaro Manzo, Fred Fon-Ronstadt, Teofilo Otero, Lautaro Roca, Tom Richey, Mose Drachman, C. F. Von Petersdorf, and Ezra Shelley.

Honorary Pall Bearers will be: Ygnacio Bonillas, Albert Steinfeld, Harold Steinfeld, Fred J. Stewart, Kirt L. Hart, Gordon H. Sawyer, E. H. Apodaca, J. M. Ronstadt, Antonio Amado, Gus Taylor, Rodolfo Zepeda, Luis J. Felix, Charles Blenman, Arturo M. Elias, Harry Drachman, Herbert Drachman, Emanuel Drachman, Frank Cordis, J. M. Pacheco, H. B. Aguirre, Arturo Carrillo.

A. A. Sedillo, Tomas Legarra, O. T. Richey, Vic Thornton, William M. Pryce, Dr. E. J. Goothelf, P. M. Elias, Monte Mansfeld, Sam Mansfeld, Felix Sachs, W. E. Gambrell, Jay Garfield, Leo Goldschmidt, Alfred Goldschmidt, Carl Puhl, Dr. George Purcell, Joe Acuna, Jose Rebell, Bernabe Robles, R. K. Shelton, Vic Griffith, John B. Wright, Charles Winters, Dr. G A. Thomas, Dr. S. D. Townsend, Dr. M. C. Comer, Nick Diamos, Felipe Villaescusa, Jesus Camacho, Walter Bailey, Miguel Martinez, Carl Young, Pete E. Howell, W. A. Julian, H. B. Langers, Kirke T. Moore, John L. Reilly, J. A. Rogers, J. M. McBride, E. E. Russell, Herbert F. Brown, P. M. Clarke, Gouley Burcham, E. E. Gill, Aaron Levy, E. F. Burns, T. Ed Litt, A. G. Urias, Matt H. Mansfeld, William R. Mathews, Gilbert Moreno, Don Moreau, Leo Moreno, Ernest

Carlos Jacome

December 10, 1932:

PIONEER MERCHANT PASSES

Carlos C. Jacome, founder of Tucson's second department store, for 36 years a merchant of Tucson, Pima County member of the Arizona constitutional convention who died today after an extended illness, at the age of 62. (Photo by Buehman.)

CARLOS C. JACOME

CARLOS JACOME, PIONEER, TAKEN

12-10-32

Merchant Began Life as Messenger Boy; Lived Here 56 Years

The ranks of pioneer merchants of Tucson were broken yesterday when Carlos C. Jacome, sr., president and founder of Jacome's Department Store, Inc., died in a local hospital at 6:30 o'clock in the morning after a long illness. Death claimed him at the age of 62 years and came peacefully.

He was forced to retire from active participation in his department store business some months ago and had been failing slowly since that time. A throat trouble which refused to be checked brought about his death.

The family announced yesterday that funeral services would be held Tuesday morning at 10 o'clock and were in charge of the Tucson Mortuary. It is expected that a daughter, Mrs. C. E. Bloom, St. Joseph, Mo., and a son, Carlos C., jr., of Seattle, would be able to reach Tucson by that time.

Carlos Jacome

Unknown, 1932:

Sayre, Charles Velasco, Sam Seaney, Herman Kengla, Warren Grossetta, G. K. Smith, J. Knox Corbett, Andres Herreras, Eduardo Carrillo, G. P. Serrano, Luis Serrano, E. A. Jacobs, Manuel J. King, George F. Kitt, Stanley J. Kitt, Will R. Kitt, Fernando Laos, G. E. Angulo, L. H. Manning, R. C. Markley, A. P. Martin, George Martin, J. M. Zepeda, Dr. Meade Clyne, R. Rasmessen, Ralph Gunst, Manuel Montijo, G. F. Morales, J. Cress Myers, Dave Bloom, J. M. Gonzales, Gilberto Martinez, B. Ramirez, Charles Urquides, Lester Florsheim, J. J. O'Dowd, Judge S. L. Pattee, Fred Pauli, Joaquin Carrillo, Diego Valencia, Ricardo Fierros, George Darnell, S. L. Kingan, Tom Mills, Felipe Castro, L. H. Hofmeister, George Mason, H. V. Anaya, Charles Herrick, J. E. Beatty, C. K. Von Petersdorf, George K. Hilsinger, Phil Contzen, Miguel Hidalgo, Jesse S. Cottrell, Arthur Brady, Gifeinio Aguirre and Enrique Riesgo.

A son, Carlos C. Jacome, Jr., of Seattle, Wash.; a daughter, Mrs. C. E. Bloom, of St. Joseph, Mo., have arrived for the funeral, also nieces: Mrs. F. Garcia Mary N. Schramm, Julia Andrade and Mrs. Rose and Miss Amelia Aranda of Tiajuana, Mexico.

Ignacio Calvillo, a half brother of the deceased, who lives in Tucson, was omitted in the list of names of surviving relatives, which was in The Tucson Daily Citizen Saturday.

JACOME SERVICE WILL BE TUESDAY

Father Corbella Will Be in Charge at Funeral

Funeral services for Carlos C. Jacome, who died Friday, will be held in St. Augustine cathedral at 10 o'clock Tuesday morning with Father Carmelo Corbella, parish priest of the Holy Family church, in charge.

Msgr. Peter Timmermans made arrangements for the Holy Family priest to officiate in the cathedral. It was explained yesterday that Mr. Jacome sang in the cathedral choir for more than 20 years previous to moving to the Holy Family parish. All his children were baptized in the cathedral.

The Jacome store on East Congress street will be closed Tuesday morning out of respect for the death of the head of the business, but in accordance with his last wish the store will again open at 1 o'clock Tuesday afternoon.

Through the courtesy of William Ferguson, the Ss. Peter and Paul choir will sing at the requiem mass. Mrs. Dolores Aros will be the soloist. Manuel Montijo will play the violin.

Active pall bearers include: Genaro Manzo, Fred Ronstadt, Teofilo Otero, Lautaro Roca, Tom Richey, Mose Drachman, C. F. VonPetersdorf, Ezra Shelley.

Honorary Pall Bearers

Ygnacio Bonillas, Albert Steinfeld, Harold Steinfeld, Fred J. Stewart, Kirt L. Hart, Gordon Sawyer, E. H. Apodaca, J. M. Ronstadt, Antonio Amado, Gus Taylor, Rodolfo Zepeda, Luis J. Felix, Charles Blenman, Arturo M. Elias, Harry Drachman, Herbert Drachman, Emanuel Drachman, Frank Cordis, J. M. Pacheco, H. B. Aguirre, Arturo Carrillo.

A. A. Sedillo, Tomas Legarra, O. T. Richey, Vic Thornton, William M. Pryce, Dr. E. J. Gotthelf, P. M. Elias, Monte Mansfeld, Sam Mansfeld, Felix Sachs, W. E. Gambrell, Jay Garfield, Leo Goldschmidt, Alfred Goldschmidt, Carl Puhl, Dr. George Purcell, Joe Acuna, Jose Rebeil, Bernabe Robles, R. K. Shelton, Vic Griffith, John B. Wright, Charles Winters, Dr. G. A. Thomas, Dr. S. D. Townsend, Dr. M. C. Comer, Nick Diamos, Felipe Villaescusa, Jesus Camacho, Walter Bailey, Miguel Martinez.

Carl Young, Pete E. Howell, W. A. Julian, H. B. Langers, Kirke T. Moore, John I. Reilly, J. A. Rogers, J. M. McBride, E. E. Russell, Herbert F. Brown, P. M. Clarke, Gouley Burcham, E. E. Gill, Aaron Levy, E. F. Burns, T. Ed Litt, A. G. Urias, Matt H. Mansfeld, William R. Mathews, Gilbert Moreno, Don Moreau, Leo Moreno, Ernest Sayre, Charles Velasco, Sam Seaney, Herman Kengla.

Warren Grossetta, G. K. Smith, J. Knox Corbett, Andres Herreras, Eduardo Carrillo, G. P. Serrano, Luis Serrano, E. A. Jacobs, Manuel J. King, George F. Kitt, Stanley J. Kitt, Will R. Kitt, Fernando Laos, G. E. Angulo, L. H. Manning, R. C. Markley, A. P. Martin, George Martin, J. M. Zepeda, Dr. Meade Clyne, R. Rasmessen, Ralph Gunst, Manuel Montijo, G. F. Morales, J. Cress Myers, Dave Bloom, J. M. Gonzales.

Gilberto Martinez, B. Ramirez, Charles Urquides, Lester Florsheim, J. J. O'Dowd, Judge S. L. Pattee, Fred Pauli, Joaquin Carrillo, Diego Valencia, Ricardo Fierros, George Darnell, S. L. Kingan, Tom Mills, Felipe Castro, L. H. Hofmeister, George Mason, H. V. Anaya, Charles Herrick, J. E. Beatty, C. K. Von Petersdorf, George K. Hilsinger, Phil Contzen.

The name of Ygnacio Calvillo, half brother of Mr. Jacome, was omitted from the list of relatives whom he leaves in the account of his death.

Mr. Jacome's body will lie in state at the Tucson Mortuary today between 11 o'clock in the morning and 6 o'clock at night, and Monday at 2 o'clock at the home.

Carlos Jacome

December 11, 1932:

Carlos Jacome

12-11-32

The death of Carlos Jacome takes one more of those sturdy pioneers who have contributed so much to Tucson and Arizona, and whose character has left an impress of lasting benefit to the city and state. He not only saw Tucson grow from a little village of adobe huts into a modern city, but was one of those vital forces which contributed to this growth. As a boy of six years he came to Tucson from his birthplace in Sonora. His rise from poverty to the position as one of the leading merchants in Tucson is only a small part of his accomplishments, and only a partial revelation of his character. It is a mere incident that followed naturally from his other work, and is proof that other characteristics which men possess and develop bring success in business and in life.

No kinder, gentler, more generous and honorable man ever lived in Tucson. His word was his bond. He was ever ready and willing to contribute his share to public life, but his deeds in private life, unknown to the general public, are what his thousands of friends and admirers will remember him by. Hundreds, in fact thousands, of people in Tucson will remember him as a man always willing to help those in trouble. As a busy merchant he always had the time to listen, sympathize, and help. And to those childhood friends of his who are now old, he was always a refuge they could seek for aid and protection. It was a common sight in his busy store to see him stop in his work and talk and listen with some grey haired Mexican woman or man, and then without the knowledge of anyone contribute his help and advice.

And so it was with other matters. Whenever there was money to be raised for charity or for a civic project, Carlos Jacome always could be counted on for help. There was no argument or pleading necessary. Spontaneously and generously he gave of his money and services without regard to race or creed. His contribution to Tucson was more than material things of life. He gave and helped build those finer things which mean so much to community life and civilization.

Carlos Jacome's death is a blow to the community, and the community grieves with his family to whom it extends its sympathy and condolences. But in their breavement the family can rejoice that he has left a heritage which will ever be a beacon light to guide them in the future.

Carlos Jacome

December 13, 1932, and more:

Citizen
Dec. 13, 1932

THRONG PAYS TRIBUTE TO CARLOS JACOME

People Of All Walks Of Life Gather At Bier Of Pioneer Merchant

Dec. 13, 1932 C

Carlos C. Jacome came to the San Augustine cathedral today for the last time. There his rich voice had for a quarter of a century, during the regimens of Bishops Burgarde and Granjon, blended with the choir in tender requiem for those whom he loved. Today it was stilled. His soul had passed on to the realm to join others to whom he had been devoted as a true friend, and with whom he had labored so long and earnestly in the religious, civic and commercial life of Tucson.

And those who knew Carlos Jacome for over a half century today gathered slowly and with bowed heads in the great nave of the imposing basilica and paid their last loving tribute to his memory. It was a great concourse, drawn from every walk of life, that gathered at his bier. Old men and women, soon to join the one to whom they were paying this token in full service, came. Men, high in public station, Mayor G. K. Smith and three of his predecessors, were there; also the Hon. Ignacio Bonillas, former ambassador from Mexico to the United States, who journeyed to Tucson from Nogales to render his last tribute to his friend since boyhood. All barriers of station passed, and the church became common ground, and the poor and the lowly bowed with the more fortunate in honoring the virtues of their friend.

Perhaps no funeral will ever again be held in Tucson at which so many of the folk upon whom the yoke of life has borne heavily will have assembled. Many were bent with years and in simple garb, but all could vividly and veritably recall the man who in some dark hour had spoken a kindly word in a stricken home or rendered material assistance.

Cortege Leaves Residence

The funeral procession left the family residence at 629 North Seventh avenue soon after 10 o'clock and wended its way reverently along the main thoroughfares, being augmented as it reached Stone avenue. Chief of Police J. A. Dyer had detailed Motorcycle Officer Frank Eyman and Sheriff Bailey had sent Deputies Keeby and Bishop to clear the way of traffic.

The assemblage at the cathedral was large and representative, many people having come early from various points of the countryside and biways in autos and improvised means of transportation. South Stone avenue was packed with autos, and traffic was suspended entirely, so great was the concourse. Slowly the procession moved behind the hearse, and when it reached the cathedral, the rear was on Pennington street, on the north. Then the overcast clouds cleared, and seemed to bespeak the cheerful smile recalled by those who were present.

Reaching the cathedral, the active pallbearers carried the large casket to the foyer. They were Ganero S. Manzo, who began his business career with Mr. Jacome 36 years ago and who is still at the helm as a right hand man in the Jacome Department store, Inc., Fred Ronstadt, Teofilio Ortero, L. Roca, Tom K. Richey, Mose Drachman, C. F. von Petersdorff and Ezra Shelly.

Arturo Carrillo of the Tucson Mortuary personally supervised the funeral arrangements as directed by the late Mr. Jacome before his death. The casket was placed at the chancel amid a bower of floral tributes which ladened two large trucks in their profusion. Then came a large number of honorary pall bearers who represented every estate in Tucson, men from among the legion whom the decedent numbered as his friends.

Father Carmelo Pays Tribute

While six large candles shed gentle rays, the last rites of the church were sung at the bier. The service was observed in solemn detail as to the requiem mass. It was sung by the Rev. Carmelo Corbella, pastor of the parish of the Holy Family, who was requested by the Rt. Rev. Msgr.

(Over to Page Two)

CARLOS JACOME HAD ARRANGED ESTATE

12-21-32

That the late Carlos Jacome, pioneer merchant of Tucson who died Dec. 9, had arranged all business details previous to his death so that the business that he founded in Tucson 39 years ago might go on uninterrupted, was evident in superior court when Alex M. Jacome appeared and asked to be named administrator of the estate. No will was left by the late Mr. Jacome, it was shown, but in settling his estate upon his children and arranging that his sons in Tucson may carry on the business of the Jacome Department Stores, Inc., a plan was worked out and agreed to by all concerned. But one insurance policy for $2,500 was overlooked, also Mr. Jacome overlooked disposal of his auto. Since Augustine, the youngest son, is under 21, the administrator is needed to dispose of car and the $2,500 policy. "This proceedure is a mere mater of form in order to have a legal representative to receive the insurance and settle the matter of the auto," said Tom K. Richey who appeared with Alex M. Jacome, head of the Jacome stores.

LAQUE IN CAPITOL HONORS C. C. JACOME

1-10-33

PHOENIX, Jan., 10—(AP)—A bronze tablet in memory of Carlos C. Jacome, member of the Arizona constitutional convention, was hung in the state capitol building here today.

The metal plaque was placed on the northeast facade facing the rotunda of the state house on the second floor. Thirteen other memorials to members of the convention have been placed on the facades.

Mr. Jacome died December 2, 1932, at his home in Tucson.

WILL HONOR JACOME

Dec. 15-1932 C

Gov. Hunt has informed Mrs. George F. Kitt, secretary of the Arizona Pioneers' Historical association, that a tablet will be erected in the rotunda of the capitol at Phoenix to honor the Late Carlos C. Jacome, a member of the 1912 constitutional convention.

Dec. 15, 1932
Citizen

Carlos Jacome

December 14, 1932, *Arizona Daily Star*:

HUNDREDS HONOR CARLOS JACOME

People From All Walks of Life Attend Services for Merchant

Star —— 12-14-32

Persons from all walks of Tucson life paid final tribute to Carlos C. Jacome, sr., yesterday afternoon in the San Augustine cathedral as last rites were said for the pioneer Tucson merchant who passed away last week after an illness of many months.

The lowly and those more fortunate paid their respects to the spirit of the man who had befriended them in many ways for almost half a century. The poverty stricken Mexican and the high city official stood with bowed heads in a common grief. Mayor G. K. Smith and three of his predecessors were there. The Hon. Ignacio Bonillas, former ambassador from Mexico to the United States, came to Tucson from Nogales to pay a final tribute to a friend of many years.

Many of those who mutely honored Carlos Jacome were aged and bowed—those who had long been burdened with worldly duties that had often been lightened by a kindly word or by material assistance.

The funeral procession left the family home at 629 North Seventh street soon after 10 o'clock yesterday mornnig, moving with reverent cadence through the main thoroughfares of the city. Frank Eyman, city motor policeman, had been detailed by Jack Dyer, chief of police, and Walter Bailey, sheriff, likewise detailed Ted Bishop and E. B. Keeby, mounted deputies, to clear the way of traffic.

At the cathedral a large and representative citizenry had yathered, coming from desert homes beyond Tucson and other cities as well as from the Old Pueblo. Traffic on South Stone avenue was suspended entirely as the procession slowly wended its way to the cathedral. The last car in the procession was on Pennington street as the hearse reached the cathedral.

As the procession came to a stop the active pallbearers bore the casket to the foyer. They were Ganero S. Manzo, for 35 years an employe of Mr. Jacome; Fred Ronstadt, Teofilio Ortero, L. Roca, Tom K. Richey, Mose Drachman, C. F. von Petersdorff and Ezra Shelly.

Funeral arrangements were personally supervised by Arturo Carrillo of the Tucson Mortuary as he had been directed by Mr. Jacome before death claimed him. Two large trucks were necessary to deliver a bower of floral tributes in the midst of which the casket was placed. As the casket was placed in its bed of flowers the honorary pallbearers, representative of every estate in Tucson, followed.

Six large candles shed a soft radiance as last rites of the church were sung at the bier, and the service was observed in solemn detail as to the requiem mass. The mass was said by Rev. Carmelo Corbella, pastor of the parish of the Holy Family, who was requested by the Rt. Rev. Msgr. Timmermans, pastor of the church, to officiate.

The sermon dealt with Mr. Jacome's life, telling of the place he held in the hearts of his friends and associates, the many kind deeds he had done for poor and rich alike and of his love for his family. The sermon was delivered in Spanish.

The offertory, sung by Mrs. Dolores Aros, followed the offering of the chalice. She was accompanied on the violin by her brother, Manuel Montijo. "Pie Jesu" by Leyback was the selection played.

The consecration and communion followed as conclusion of the mass which was sung by the Tucson Men's choir. The choir was directed by William Ferguson with Garard Hinrich at the organ.

Many of those who attended the services at the cathedral followed the body to the grave in the family plot in the Holy Hope cemetery to pay a last tribute. The Alianza Hispano Americana of which Mr. Jacome was a charter member assisted in the services. A. A. Sadillo, international president, made an address in Spanish. His address was followed by one by Jesus Franco, editor of the Alianza magadine, and also one by Carl R. Tisor, general counsel of the organization.

VOICE

Of the People

LETTERS TO THE EDITOR

Letters on topics of public interest are welcome as long as they do not contain libel or malice. Anonymous letters will not be published; the real nams of the writers must be signed for publication.

Dec. 14 1932 8

My Friend, Carlos Jacome:

I want to pay tribute to my schoolmate and boyhood friend, Carlos Jacome. We went to school together, located practically where his store now stands. We both stopped school at the same time and for the same reasons. We were boys about ten years of age, and our families being very poor, it was necessary that we begin the struggle of business life even at that early age. Carlos went to work as a cash boy, and later on as clerk in the stores of Zeckendorf & Company and Meyer Bros. The early training he received in these establishments laid the foundation for his remarkable success as one of Tucson's leading business men. He stands out as a Tucson boy who made good in his own home town, and we, who knew him in those early days, and know the struggle he made to climb up the ladder, naturally are very proud of him.

My friendship with Carlos was a happy one, and while when we were youngsters we had the usual boys' scraps, from the time we arrived in our early teens we have been fast friends. I always loved him and I know he loved me.

The last time I saw Carlos was the day of the recent school election, and although he was sick, he had heard that a fight was being made against me, and he came down and voted for me, showing that he had in him that pioneer spirit which means that when a friend needs you, help him.

That he was a man of high character, courage, a progressive citizen, intensely human, a loyal friend and a good husband and father, his life in this community is ample proof. His life is an inspiration to the youth of this city.

MOSE DRACHMAN.

Dec. 14, 1932

ARIZONA DAILY STAR

Carlos Jacome

Courtesy http://wc.rootsweb.ancestry.com/cgi-bin/igm.cgi?op=GET&db=dowfam3&id=I211439

ID: I211439
Name: Carlos Corella JÁCOME
Sex: M
Birth: 12 APR 1870 in Ures, Sonora, Mexico
Immigration: 1879
Event: Naturalization OCT 1894
Event: Fact 1896 Founded La Bonanza General Store, 84 West Congress St., Tucson, AZ
Census: 1900 Page 25B, ED 49, Precinct 1, Pima Co., AZ
Census: 1920 Page 6B, ED 95, Ward 1, Tucson, Pima Co., AZ
Event: Fact 1921 La Bonanza renamed to Jacome's
Death: 9 DEC 1932 in Tucson, Pima Co., AZ

Ancestry Hints for Carlos Corella JÁCOME
6 possible matches found on Ancestry.com
ancestry.com

Father: Carlos JÁCOME b: in Ures, Sonora, Mexico
Mother: Mariana CORELLA b: in Ures, Sonora, Mexico

Marriage 1 Dionícia GERMÁN b: 15 APR 1869 in Ures, Sonora, Mexico

- *Married:* 18 MAY 1891 in Pima Co., AZ

Children

1. Carlos A. JÁCOME , Jr. b: 30 JUL 1891 in Tucson, Pima Co., AZ
2. Anita JÁCOME b: 3 JAN 1893 in Tucson, Pima Co., AZ
3. Sara JÁCOME b: MAY 1894 in Tucson, Pima Co., AZ
4. Josephine JÁCOME b: MAR 1896 in Tucson, Pima Co., AZ
5. Rose JÁCOME b: APR 1897 in Tucson, Pima Co., AZ
6. Henry Germán JÁCOME b: 30 OCT 1898 in Tucson, Pima Co., AZ
7. John G. JACOME b: 24 JUN 1900 in Tucson, Pima Co., AZ
8. Ramón Germán JÁCOME b: 24 JUN 1900 in Tucson, Pima Co., AZ
9. Frank JÁCOME b: 27 JAN 1902 in Tucson, Pima Co., AZ
10. Alejandro Germán JÁCOME b: 25 OCT 1904 in Tucson, Pima Co., AZ
11. Arthur Germán JÁCOME b: 8 JAN 1907 in Tucson, Pima Co., AZ
12. Richard Germán JÁCOME b: 18 JAN 1911 in Tucson, Pima Co., AZ
13. Augustine Guillermo JÁCOME b: 24 JUL 1912 in Tucson, Pima Co., AZ

Carlos Jacome

Carlos Corella Jacome

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Birth: Apr. 12, 1870
Ures
Sonora, Mexico

Death: Dec. 9, 1932
Tucson
Pima County
Arizona, USA

Parents were Carlos Jacome and Mariana Corella, both born in Ures, Sonora, Mexico. Occupation was merchant.

Family links:
Spouse:
Dionisia *German de* Jacome (1869 - 1927)*

Children:
Henry German Jacome (1898 - 1984)*
Arthur German Jacome (1907 - 1987)*
Augustine Guillermo F. Jacome (1912 - 1999)*

*Calculated relationship

Inscription:
Padre

Burial:
Holy Hope Cemetery & Mausoleum
Tucson
Pima County
Arizona, USA
Plot: Block F

Created by: KayEllen Fleming
Record added: Apr 08, 2011
Find A Grave Memorial# 68094279

Added by: rlahistory

Added by: KayEllen Fleming

Added by: KayEllen Fleming

Carlos Jacome

1939:

Carlos C. Jacome

In 1879 . . . . . Builder

A small boy of nine, weighted down by a heavy bucket of adobe mud, was doing his bit for meagre pay toward the building of Tucson.

Another, but older city builder, Isadore Meyer, studiously observing the boy one day, approached him and said: "Pretty heavy load for a youngster, son, how would you like to go to work for me as a delivery boy?"

Man and boy joined forces.

That boy, Carlos C. Jacome, father of the Jacome Brothers, later became the founder of Jacome's Department Store.

From delivery boy to salesman this industrious, ambitious youth pursued his vocation with a winning smile and superb ability. Undaunted by the lack of education, he schooled himself through association with men who had learned to think and to build.

He founded a small business, endured adversity, and in the years that followed built the splendid institution that bears his name. He reared a family who have carried on with the traditional Jacome smile and industry, and rose to high places in the mercantile and civic life of Tucson and Arizona.

Sane optimist, keen observer, energetic builder—that was Carlos C. Jacome!

To the memory of an inspiring father and mother and to an appreciative public this announcement is dedicated.

1896

The Shopping Center of Tucson

Jacome's

87-93 East Congress Street

Department Stores Inc.

1939

TUCSON BORN ● TUCSON OWNED ● TUCSON MANAG

Carlos Jacome

March 10, 1940:

FORGOTTEN STYLES OF YESTERYEAR AT OLD STORE

Styles of 46 years ago in Tucson are seen in this photograph of Jacome's store on West Congress street in 1900. Lace curtains, striped stockings, men's flat-crowned hats, a fur cape and muff and the ribbon case are in contrast to today's merchandise and its display. The 50th birthday of the store is being observed Monday and the founder, the late Carlos C. Jacome, is seen in the picture's center surrounded by clerks. 3-16-40

Carlos Jacome

March 16, 1946, *Arizona Daily Star*:

Jacome's Celebrating 50th Anniversary This Weekend

The golden aniversary of Jacome's Department Stores, Inc., will be celebrated this week-end. A banquet will be held Sunday at 6:30 p. m. at the Pioneer Hotel and will be attended by Gov. Sidney P. Osborn and 250 employes and friends of the store. Monday at 9:30 a. m. there will be an unveiling of 18 murals by Salvador Corona of Mexico at the store.

Alex G. Jacome, president of the store company, said the 50th birthday observances will honor the store's founder and his father, Carlos C. Jacome, who died in Tucson in 1932 and who was a member of Arizona's Constitutional Convention. They will also honor the long-time employes "who have been so loyal and true to us through the years," he said.

Dale Nichols, who supervised the re-decorating of the store and designed its aniversary booklet, will speak at the banquet on the Corona decorative murals. Corona painted them on commission last summer while in Tucson. Governor Osborn, who with the late Mr. Jacome was a member of the Constitutional Convention, will speak briefly.

Changes Recalled

The anniversary recalls the changes which have occurred in the store in 50 years. It was founded on borrowed capital by Mr. Jacome and Loreto Carrillo, who were then the only clerks, and has grown to have 100 employes. The original stock cost about $2,000 whereas today the inventory never drops below $100,000. Today six sons of the 13 children who survive him are identified with the business.

Carlos Jacome was born in Ures, Sonora, Mexico, in 1879 and came to Tucson with his mother after his father's death. He went to school in the old adobe building on Congress and Scott streets where the present store stands today. But when he was nine he went to work carrying adobe mud to the roof of buildings going up beside La Plazita de San Agustin. Then he became a cash boy for Mayer and Brothers store and later, a clerk for the L. Zeckendorf store, predecessor of the Albert Steinfeld Company store.

After his marriage to Dionicia German, daughter of Mrs. Trinidad Montijo German of Ures, Sonora, Mr. Jacome decided to open his own store. His son, Alex, recalls his father telling how he had $300 and Loreto Carrillo, his partner, had $300. "Drummers" or salesmen of that day befriended the two and guaranteed their credit so they could get started.

That original store was at 84 West Congress and opened March 18, 1896. The store expanded, but Carrillo sold out his interests in 1905. Then Mr. Jacome took as his partner, G. S. Manzo, who is still with the company despite selling out in 1913 to return to the cattle business. A drought forced him to return to the store as an employe and he is today secretary and comptroller of the company and in charge of the accounting department. Manzo is now 76 years old.

FOUNDER HONORED

Fifty years ago this week the late Carlos C. Jacome founded the department store which still bears his name. He was a member of Arizona's Constitutional Convention.

Every Inch of Space

In those early days merchandise was draped over every available inch of the store and even displayed on the planked sidewalk outside so those driving by in wagons and buggies might see it. During part of this period the store was known as La Bonanza, but the depression year of 1907 made it anything but that.

Alex Jacome also recalls the 1921-23 period when overalls sold at $3, stockings at $3.95 and shirts at $15. This was followed by depressed prices and the store was caught with high priced merchandise and unwilling to cut prices. It almost sent the company to the wall. The W. F. Kitt & Sons store was in the location now occupied by Jacome's and was hit equally hard by deflated prices.

Mr. Jacome was in debt $50,000 at this time. Fred J. Steward of the Southern Arizona Bank and Trust Company offered to loan him $20,000 more and suggested Mr. Jacome take over the Kitt store location. Mr. Jacome was worried, questioned his son Alex, who in 1927 had been graduated from the University of Arizona's business administration department.

"Yes, let's borrow the money and take the new location," said Alex Jacome. "If we are to go broke we may as well do so in style."

The change in location was made, new mechandise bought and, as Alex recalls, "business began rolling in at once and has continued to do so ever since. The 1932-3 depression we bridged by the nest egg rolled up in 1925-29."

Old Hotel Site

The old Savoy Hotel used to occupy the second floor of the present building, but in 1931 the Jacome interests took it over and remodeled and expanded the store. During the 1932-3 depression the store accepted teachers warrants to help the state's employes, but during World War II the store's employes helped the nation by selling five times more war bonds than all Tucson's other department stores put together, Alex Jacome said.

The six sons identified with the store still follow their father's slogan: "Make your store a friendly one and you will live forever." Alex Jacome said: "This slogan alone was responsible for our having sent out 6,000 pairs of nylons to our credit account customers. Friendship with eight major stock-producers and their salesmen got us that supply during this period of nylon shortage."

The sons identified with the business include Alex, Richard, Arthur, Henry, Augustine and Ramon. Henry and Augustine served in the U. S. Army during the war and Arthur in the navy. All have been honorably discharged and are again at the store. There are three other brothers, Carlos, the oldest who is in business in Seattle; Frank, San Francisco; and John, Tucson. The sisters are Mrs. Henry Dalton and Mrs. Ben Parker, Tucson; Mrs. Rose J. Aros, Los Angeles; and Mrs. C. E. Bloom, McCook, Nebr.

Most of the family will be in Tucson for the Sunday-Monday celebrations.

ARIZONA DAILY STA

Carlos Jacome

March 18, 1946:

STORE FOUNDER HONORED HERE

3-18-46

Carlos Jacome Receives Tribute of Governor, Mayor Jaastad

Tributes to Carlos C. Jacome were paid by Gov. Sidney P. Osborn, Mayor Henry O. Jaastad and other speakers last night at the golden anniversary banquet honoring the founder of Jacome's Department Stores, Inc. More than 250 persons attended the dinner at the Pioneer hotel presided over by Alex Jacome, son of the founder and president of the company.

Governor Osborn told of attending the 1910 Arizona Constitutional Convention with the late Mr. Jacome and spoke of the pioneer's fine citizenship, sterling character, ambition and energy. He also paid tribute to Mr. Jacome's sons, six of whom are in the firm, and daughters who have carried on the friendly traditions of the store.

Preview Given

Mayor Jaastad spoke of arriving in Tucson in 1902, filled with stories of great gold mines and rich mineral strikes. He went to La Bonanza "expecting gold bricks displayed on shelves, but instead found calico, overalls and shirts." It was the Jacome store on West Congress street. That disappointment was overcome, he said, by the 44 years of friendships he developed with members of Mr. Jacome's family of 13 children.

Alex Jacome told of his father's policy of friendship as the foundation stone of the store, but praised also employes and department heads who have carried on the tradition. Many of these employes were introduced during the dinner, including G. S. Manzo, former partner of Mr. Jacome and now comptroller for the company. Manzo recited the achievements of employes.

Dale Nichols, nationally known artist who planned the redecorating of the store for the anniversary, lauded the Salvador Corona decorative murals which will be unveiled at 9:30 a.m. today to the public. A special preview of the murals was given banquet guests last night.

Nichols' Speech

Nichols regretted the dying out in the United States of folk art. He said Corona, a Mexican artist, is "the greatest folk artist today of North America. His decorative murals for the store are not an importation, but fit into the traditions this southwest should follow." Nichols predicted that other stores, now using undecorated, streamlined finishings, will one-day follow Jacome's example of using color and art in their business buildings.

Ted Friedlander, president of the Phoenix Hosiery Company, who is vacationing in Tucson, spoke briefly of the store's good fortune, through friendships over many years, in having such ample supplies of goods during these times of shortages.

Special guests who were introduced included: Senator and Mrs. H. H. d'Autremont, Mr. and Mrs. Sam Seaney, Mr. and Mrs. Harry A. Drachman, W. H. Johnson, Judge and Mrs. Evo de Concini, Mr. and Mrs. Louis J. Felix, Mr. and Mrs. E. D. Herreras, Mr. and Mrs. Arturo Moreno, Roy Laos, Mr. and Mrs. Tony Urias, Mr. and Mrs. Monte Mansfield, Mr. and Mrs. Carlos J. Velasco, Mr. and Mrs. Matt Mansfield, Ignacio Sedillo, Mr. and Mrs. Ricardo Fierro, E. A. Jacobs, Ignacio Calvillo, Mr. and Mrs. F. Leon and Mr. and Mrs. T. K. Richey.

March 18, 1946

Carlos Jacome

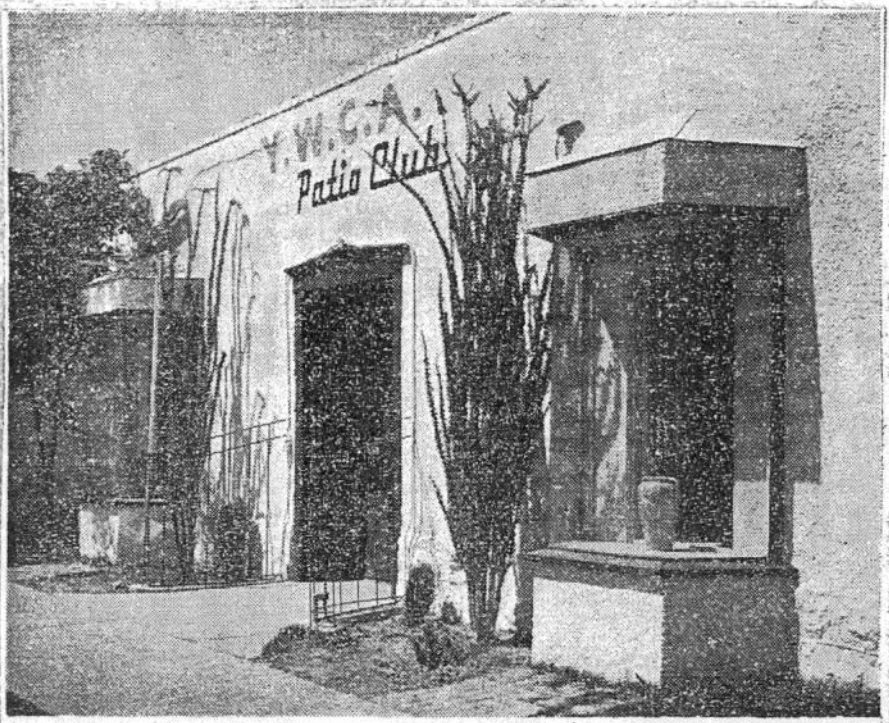
April 25, 1948, *Arizona Daily Star*:

VOL. 107 NO. 116 TUCSON, ARIZONA, SUNDA

Old Pueblo Landmark Center of

MORNING, APRIL 25, 1948 PAGE ONE—C

YWCA Downtown Activities



Red-topped ocotillo frames the doorway at 271 North Stone, formerly the entrance to the family home of the late Carlos C. Jacome, Tucson pioneer merchant. Built more than 75 years ago, the adobe structure once was in the edge of town, started as a one-room house and expanded as more Jacome brothers and sisters came along. Later known to Tucsonans as the Original Mexican Restaurant, the building and the patio were the setting of dinner and dancing parties. The property is still owned by the Jacome family, but since World War Two started, YWCA girls have had its use for club and recreation center. Business girls and housewives downtown shopping are welcome to stop in.

Carlos Jacome

April 25, 1948, *Arizona Daily Star*:

The Arizona Daily Star 2-C
Sunday, April 25, 1948, Tucson, Arizona

YW Patio Club Was Home Of Tucson's Jacome Family

Tucson residents, reflecting during National YWCA Week on the founding almost a century ago of that great organization can relate it if they will to an episode in the history of Tucson. The Young Women's Christian Association was formed in 1855 in London, England. Scarcely five years later, Senora Trinidad Montijo German, maternal grandmother of the contemporary Jacome brothers, arrived here from Sonora, bought the property at 271 North Stnne avenue, then a quiet piece of desert; now the Patio Club for YWCA members; for craft students and for the recreational activities of hundreds of Tucson girls and women.

Between the land purchase of the Sonoran widow and the activities of the present Patio Club stands a colorful history which typifies in many ways the development of Tucson from an Old Pueblo to a busy modern city.

Home Built

Carlos C. Jacome and Senora German's daughter whom he married, built the family residence of the Jacomes on the North Stone avenue site. There were raised the thirteen Jacome children, including a number of present-day Tucsonans among them Mr. Alex G. Jacome, president of the Jacome department store.

The old homesite is probably a treasure-house of Tucson history, but nobody has so much as a snapshot of it.

"It started as a one room adobe just like all the other houses in town at the time," Mr. Alex Jacome says. "My grandmother used to have some pictures of it but she's been dead for years and nobody else knows where they are."

Rooms were added to the Jacome establishment as the family grew. The house was Spanish style with thick walls and wide welcoming arches.

"Where the patio is now, my grandmother grew all kinds of trees," Alex says. "We had a merry-go-round, and a horse and buggy for the kids in the back yard. All of us had a wonderful time."

Definitely in the outskirts of town, the Jacome home was right across from the cemetery which used to be where Baum and Adamson's now stands. So isolated was the site that two blocks away at Alameda and Driscoll, cases of smallpox and other dread contagions were kept in the Tucson "pesthouse."

Second Chapter

The Jacome family kept residence until the 1920's. The building was leased in 1928 to Charles Pezullo and entered the second chapter of its history as a dining and dancing place, Mexican style, for Tucsonans.

As Pezullo's Original, 271 North Stone was a favorite taco-eating place for customers who sat in the patio evenings or danced to the music of Tony Corral or the Four Castilians. In 1938 Mr. Cosme Barcelo took over, ran the restaurant as "Cosme's," where Tucsonans still gathered at tables under the pomegranate trees and heard music coming from the ramada.

In 1942, the building was rented by Mr. William Ronstadt, who wanted to make it into a craft center. He had begun murals, done much with paint and introduced sahuaro rib trimming and some basic remodelling to the rooms when war interrupted.

The building then went into the first phase of its YWCA existence as the center for members of the Young Women's Defense League to entertain soldiers. Activities first were held at 25 West Alameda, another Jacome property. But there wasn't enough room and the former residence on Stone proved just right for meetings, games and dancing for young crowds. Navy men stationed on the University of Arizona campus, Davis-Monthan and Marana soldiers and Ryan cadets were dancing partners for Tucson girls in the starlit patios. And the interior of the building began to serve as a place for business girls' lunches and daytime recreation.

Now Patio Club

At present, renamed the Patio Club, under the direction of Miss Leigh Bulkeley, the center is not only used for business girls' lunches, but is realizing its potential as a craft center. YWCA craft classes meet several nights a week. Sewing facilities are provided for visitors who want to make a dress and have no place to sew; or for working girls who want to mend stocking runs at lunch hour. Not only business girls but housewives downtown shopping may come in for a rest. An iron and ironing board, writing and reading materials are kept handy. And almost every evening the building provides meeting place for the many YWCA clubs and groups which attest to the increasing size and multiple interests of the Tucson population.

Carlos Jacome

April 25, 1948, *Arizona Daily Star*:

Evening is club time at the YWCA center. Spacious rooms with wide, welcoming doorways are adaptable to the needs of handiwork groups, sewing, reading, writing and musical activities. In the front hall are traces of murals which Tucsonan William Ronstadt started for a craft center interrupted by World War Two. Photograhed at the front desk in the Patio Club are Miss Willora Washburn and Miss Laura Nobles. At the bookcase (right read) are Misses Vangie and Helen Cruz. Using the wide-armed chairs for writing are (left to right) Miss Evelyn Badger and Mrs. W. E. Thompson. In the rear at the sewing machine are Miss Nellie Thompson, Miss Alice Preston and Miss Emma Holbein. (Photos by Sam and Conchita Levitz)

Lunch-hour, nerve-wracking and back-straining at drug store counters, is restful at the YWCA Patio Club where girls may store their lunches, eat them under pomegranate trees, in good company. Many years ago, the 13 children of Carlos Jacome played in the patio area, kept their pet dogs and ponies and rollicked on a family merry-go-round. The homesite was then far from the center of town, across the street from the former cemetery, where Baum and Adamson's service station now stands. At lunch in the Patio Club are (left to right) Misses Cuca de la Torre, Hope Macias, Verna Dodge, Christine Salazar, and Margaret Macias.

Carlos Jacome

August 4, 1955, *Tucson Daily Citizen*:

Arizona Album

CHAPTER 12—FAMILIES, SOCIAL GATHERINGS

Edited By Albert R. Buehman

THE JACOME FAMILY

With the death of Carlos Jacome here in December, 1932, the family gathered from near and far to attend last rites for the famous Tucson merchant, founder in 1896 of Jacome's department store.

This picture was taken Dec. 12, 1932, in the Jacome home at 629 N. Seventh ave.

Those shown in the photo are, left to right:

Standing — Frank, Henry, Augustine, Ramon, Arthur, John, Alex, Richard, and Carlos Jr.

Seated — Mrs. H. A. (Anita) Dalton, Mrs. T. B. (Rose) Aros, Mrs. C. E. (Josephine) Bloom, and Mrs. Ben C. (Sara) Parker.

All are still living and all are Tucson natives. Some, however, no longer live here. Frank is in Milwaukee, Wis.; Carlos Jr. in Seattle; Mrs. Aros in Los Angeles; and Mrs. Bloom in Lincoln, Neb.

Seven of the brothers — Henry, Augustine, Ramon, Arthur, John, Alex and Richard — are carrying on the family business established by their father. (Photo courtesy of Alex Jacome.)

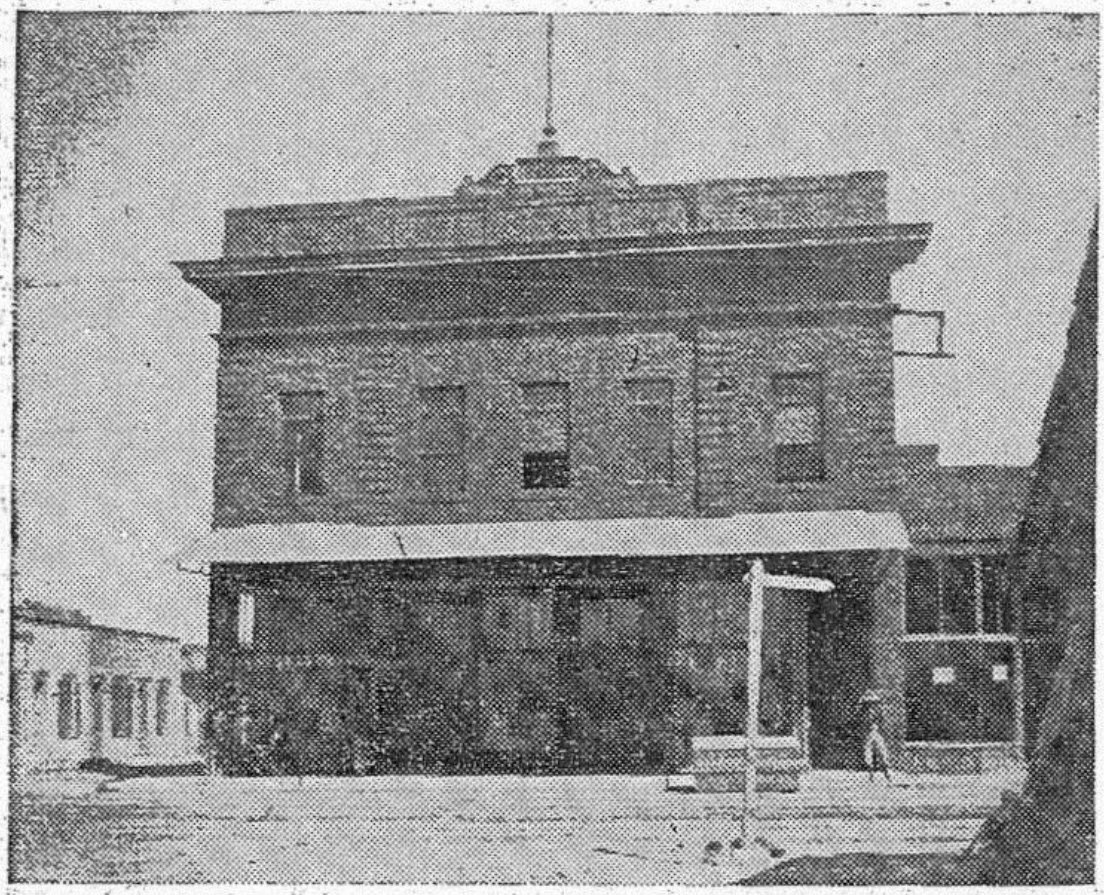
Carlos Jacome

December 20, 1955, *Tucson Daily Citizen*:

Arizona Album

CHAPTER 14 — BUSINESS IN THE OLD PUEBLO

Edited By Albert R. Buehman



JACOME'S WAS HERE FOR YEARS

At the time this photograph was taken, Jacome's, which occupied this site for years before moving to its modern home at Stone and Pennington, was not the occupant, it being W. F. Kitt & Sons store instead. At that time the Jacome location was on West Congress next to the Legal Tender building and was operated under the name of Jacome & Manzo.

The Kitt store, shown here in the early 1900's, was built in 1901 by Dr. Schrader and is known as the Schrader building. In those days the second floor was used as a hall. The W. F. Kitt store was eventually sold to Carlos Jacome and his sons. The building, at the northwest corner of Congress and Scott, was located just west of the old Congress street school, the first public school building in Arizona. (Courtesy of Lee Orndorff.)

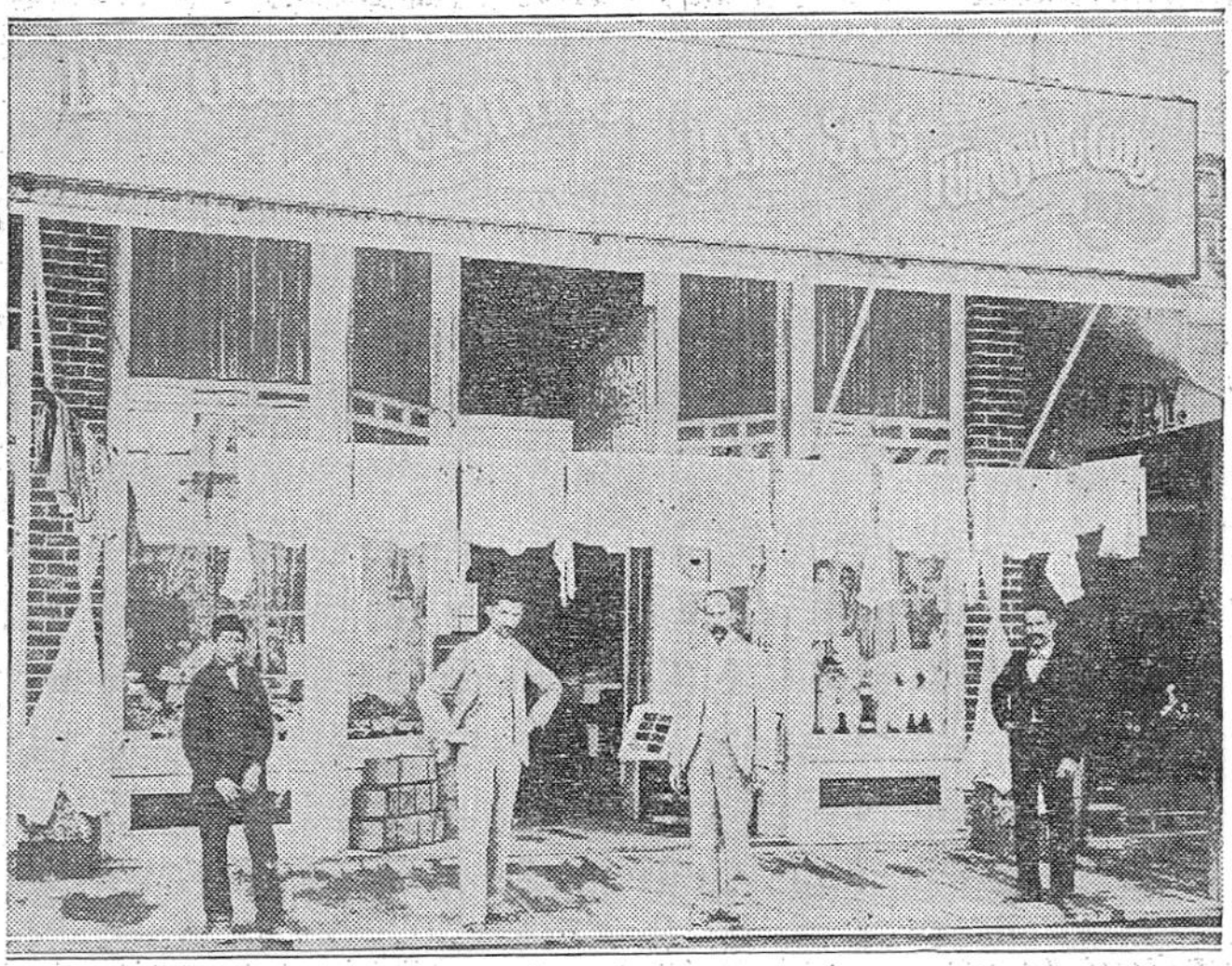
Carlos Jacome

January 1, 1956, *Tucson Daily Citizen*:

Arizona Album

CHAPTER 14 — BUSINESS IN THE OLD PUEBLO

Edited By Albert R. Buehman



JACOME'S STORE AS IT LOOKED IN 1896

Jacome's department store, for the past several years in its new, modern home at Stone and Pennington, is shown here in its first location when it was founded 59 years ago by Carlos C. Jacome and Loreto Carrillo, as Jacome & Carrillo's.

The original store was located at 84 W. Congress St., but in the first decades following its establishment it expanded to include the space at 90 W. Congress. In 1905 Carrillo sold out his interest and G. S. Manzo came in as a partner. It remained Jacome & Manzo's until the latter sold his interest in 1913.

Jacome's most recent location on East Congress street at Scott was taken over by them in 1925.

This picture shows, standing from left to right, Emanuel Laro, delivery boy; Loreto Carrillo; Carlos C. Jacome; and Alex Barreda—the personnel of one of Tucson's largest stores of its day. This picture was used in the Citizen in 1931 and is the property of Alex G. Jacome.

Carlos Jacome

December 19, 1956, *Tucson Daily Citizen*:

Arizona Album

CHAPTER 23 — EARLY TUCSONIANA

Edited by Albert R. Buehman

CITN DEC 19 1956

TOURING TUCSON MUSICIANS OF 1893

Tucson for more than 60 years has been a musical center with units good enough to go on tour occasionally, the same as the city's famous boys' choir is doing nowadays. This aggregation was the Tucson Philharmonic Band and this picture was taken in Los Angeles when the band was there for a concert in 1893.

Fred Ronstadt was the conductor. He is shown in the front row with a clarinet and a baton in his hands. Ronstadt trained the men, giving them in many cases their entire musical education. There was no trained group to draw on, such as those today who have had band work in high school or junior high school.

Ronstadt had an odd experience at that Los Angeles concert. Although he was the conductor, he had to pay his way in. He had driven out to bring some friends down to the concert and when he arrived he was unable to persuade the doorman that he was the band leader. It cost him four dollars to get himself and his guests into the auditorium.

The band was in Los Angeles for the Sept. 16 Mexican Independence Day celebration and the tour included Santa Barbara and Redondo Beach. At home, the band provided music for Tucson on Sunday afternoons and on summer evenings in the park in front of the present city hall.

Band practices were originally held in the alley between Meyer and Main avenues, an extension of West Jackson street, and later in the second story of the Vasquez building on South Meyer.

From left to right, top row: Louis Rodriguez, Miguel Carrillo, Dick Ronstadt, E. Casanova, Refino Velez, Pete Grijalva, Dick Thornton, and Santos Aros; middle row: Refugio Bartholomew, Jose Reyes, Florencio Burruel, Carlos Jacome, Ajexandro Barrieva, Arnold Spring, Leonardo Goodwin and Braulio Elias; front row: Domingo Durazo, Lucas Estralla, Fred Ronstadt, Clemento Page, Leonardo Corvella, and Juan Elias; seated on floor: Tom Legarra and Gernaro Manzo. Solly Drachman played the piccolo but is not in the picture. (Courtesy of Mrs. Tony Urias.)

Carlos Jacome

December 19, 1956, *Tucson Daily Citizen*:

Arizona Album

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Edited by Albert R. Buehman

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Carlos Jacome

July 17, 1957, *Tucson Daily Citizen*:

CITN JUL 17 1957

Arizona Album

CHAPTER 27—FRONTIER HISTORY MAKERS
Edited By Albert R. Buehman

CARLOS JACOME, PIONEER MERCHANT

Here is an early portrait of Carlos C. Jacome, pioneer Tucson merchant prince who founded the great department store still bearing his name.

This photograph was taken in 1910, when Jacome was 40 years old. Born in Ures, Sonora, Jacome came to Tucson with his widowed mother at the age of 6, attended Tucson schools for three years, then went to work carrying adobe mud from the ground to the roof of buildings being erected opposite La Placita de San Agustin. Then he became a cashboy for Mayer & Brothers, a drygoods store. He worked his way up with that firm and later joined the L. Zeckendorf & Co. store, predecessor to Steinfeld's. After 15 years with Steinfeld's, he founded his own business in 1896. The first store, in which Loreto Carrillo was a partner, was known as Jacome & Carrillo's, located at 84 W. Congress, and opened for business Mar. 18, 1896.

Since then, first on West Congress Street and later in the store on East Congress at Scott, the firm has grown with Tucson. Its latest expansion is the million-dollar building at Stone avenue and Pennington Street, which has been its home since 1951 and is now being enlarged. (Citizen Library.)

Carlos Jacome

December 31, 1967, *Arizona Daily Star*:

THE ARIZONA DAILY STAR

Families Of The Old, Old Pueblo

Tradition Of Jacome's Began

SUNDAY, DECEMBER 31, 1967

With Hardworking Boy

THESE GAY BLADES of 1889, Carlos Jacome, Miguel Carrillo and Jose Garcia, might well be models for today's mod styles with their Edwardian mustaches and high-buttoned jackets.

By KITTY EHRENSTROM

The story of Carlos Jacome is the old American success story.

A nine-year-old barefoot boy from Sonora, Mexico, he became the man of the family to support his widowed mother. He rose to become one of Tucson's leading merchants and a power in the community.

When he died Tucsonans erected a bronze tablet at the state capitol in Phoenix to commemorate Carlos' membership in the Arizona Constitutional Convention which helped make Arizona a state.

"My father was born in Ures, Sonora, on April 8, 1870," said Alex G. Jacome, president of Jacome's department store.

"He gave us a wonderful heritage when he said, 'Be proud of your ancestry, be proud of your religion, be proud of your country and defend it. Then you'll be respected."

Back in 1876 Carlos' widowed mother brought her little brood to Tucson from Mexico. She could not support her family alone so little Carlos went to work, taking on a man's backbreaking job. He carried heavy buckets of mud from the ground to the roofs of adobe buildings being erected at the Placita de San Agustin.

Isadore Mayer of the then-flourishing Mayer & Brothers general store, noticed the child struggling to lift the heavy buckets. He offered him a job as cash boy in his store.

Carlos Jacome

December 31, 1967, *Arizona Daily Star*:

ALEX G. JACOME looks over his old family album as he reminisces about his father and "the good old days." (Sheaffer photo by Harry Lewis)

Bright and hard-working, Carlos learned quickly, then went with L. Zockendorf and Co. as a clerk and stayed 15 years. While there he met Dona "Trini's" daughter, Dionisia German, and fell in love at first sight. The families approved, and they were married.

With 20 20-dollar gold pieces Sra. German bought land and built a home at 271 N. Stone. The house is now the Kaibab Buckskin Store. The Jacomes still own it and have leased it many times since it was their home.

"We lived there for years. In fact all 13 of us were born there, in the front room," said Carlos' son, Alex.

By 1896 Carlos and his friend Loreto Carrillo opened their own shop, Jacome and Carrillo.

"There were dirt streets and plank sidewalks in 1896," said Alex Jacome. "Father displayed his wares as merchants did then — stacked on the plank sidewalk, with men's shirts hanging on a line before the store. Everything was protected from the sun by a canvas awning. The store did well.

"But in the early years, we were poor," he continued. "Yet we did not consider ourselves 'underprivileged.' We laughed and played and had fun. Without many toys, we used our imagination and made up games with sticks, empty spools, ollas — anything we could find."

Henry Jacome said, "As children we all worked hard —after school and all day Saturday. We swept the floors in Father's store, washed windows, put away stock, ran errands."

Besides their philosophy of hard work and integrity, the Carlos Jacomes also gave their children the rich musical heritage of Mexico.

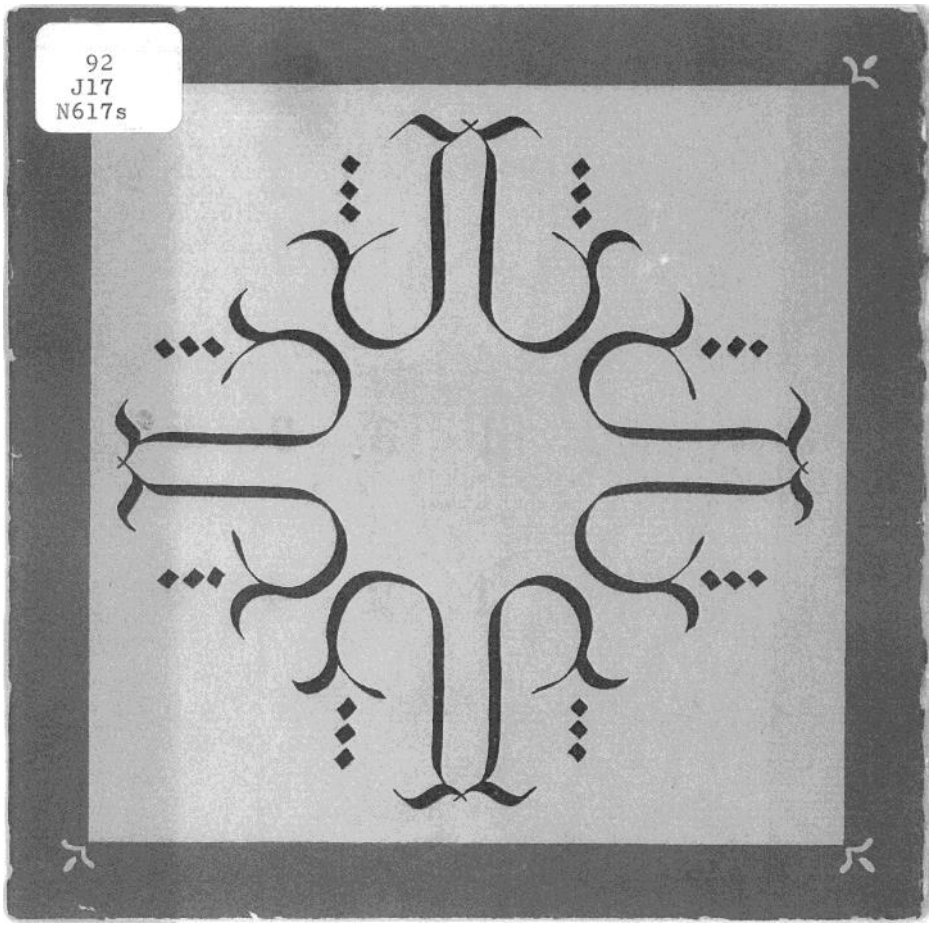
While his family grew up, Carlos' business grew from Jacome and Carrillo, to Jacome and Manzo, to just Jacome's at the present site. But, true to the heritage of their father's ideals, Alex and his brothers always found time to serve their community.

Alex represented the U.S. as chairman of a committee of three Americans at the Inter-American Indian Congress at La Paz, Bolivia, in 1954. For seven years he has represented the U.S. as a member of the Inter - American Indian Institute in Mexico City. He was president of the Institute in 1961-62.

He was on the Arizona Board of Regents from 1952 to 1961, and served as president of the board of regents in 1959. That year he was also a member of the U.S. Trade Mission to Spain.

Carlos Jacome

Courtesy Arizona Historical Society, Tucson Stacks, 92J17, N617s, The Story of Jacome's; being the life story of the life of Carlos Jacome



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Carlos Jacome

Courtesy Arizona Historical Society, Tucson Stacks, 92J17, N617s, The Story of Jacome's; being the life story of the life of Carlos Jacome

E D I C A T E D T O

Those who helped make Jacome's successful—our customers—our friends who supply us with merchandise, and our employees. . . .

The Story of Jacome's

BEING THE STORY OF THE LIFE OF CARLOS JACOME, PUBLISHED ON THE OCCASSION OF THE 50th ANNIVERSARY OF HIS STORE.

Carlos Jacome

Courtesy Arizona Historical Society, Tucson Stacks, 92J17, N617s, The Story of Jacome's; being the life story of the life of Carlos Jacome

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HISTORICAL SOCIETY

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INTRODUCTION

IN commemorating our 50th Anniversary, we take cognizance of the fact that only once in a lifetime does this occasion occur.

Anniversary time might offer an opportunity for bragging, or lend itself to retrospection. We have decided upon the latter course.

Thus, in these pages, we review the modest beginning of Jacome's, retracing in story form the growth of a man—and a business. The first part of the story concerns the life of Carlos Jacome, my father. The last chapter of this story is about myself and my brothers and sisters. I hasten to point out, that whatever laurels are placed upon our heads by the author, our achievements since the death of our father in 1932 are directly traceable to the policies he founded, which we have strived to perpetuate, that the store he founded may remain a monument to him.

Tucson, Arizona
March 18, 1946

Alex G. Jácome

THE STORY OF JACOME'S

CARLOS C. JACOME couldn't remember very much about those distant days of his early childhood in Ures, Sonora, Mexico. He could recall that his personal world of the 1870's (he was born April 8, 1870) was a very nice place. He could still remember the keen thrill of playing about the humble adobe home of his parents, and running about barefoot in the dusty road where the warm fine dirt felt so good under his tiny feet. He could still taste, in his mind, that luscious tortilla which was ever ready whenever he became hungry. These things he could remember, but he could not remember that his parents were desperately poor. He didn't know, then.

It was in the middle 70's when Carlos' father decided to try his luck elsewhere. So, he packed up his scant possessions and moved his family to Magdalena, also in Sonora. Carlos was still too young to comprehend the meanings of the things which happened in Magdalena. But, he remembered that his father took ill, that a man with a small black satchel made frequent visits to the ramshackle house he lived in, and that his mother went about her daily duties without her usual smile. She cried, softly, at times. He remembered that. Then, one day, some men came and . . . well, that was the last time Carlos saw his father.

That was in 1879. Carlos' mother had heard glowing reports of Tucson, the old, historical town in Arizona. Some of her friends had talked with people who had been there. Tucson was in the United States, "the land of opportunity." Tucson was growing. Tucson might. . . . She thought it over. . . . Tucson might be a place where she, and her little family, could find, or build, greater security.

Carlos Jacome

Courtesy Arizona Historical Society, Tucson Stacks, 92J17, N617s, The Story of Jacome's; being the life story of the life of Carlos Jacome

It did not take Carlos' mother long to decide. Again, they moved, this time to a strange new world. True, many of the houses were like those in Magdalena, built of adobe and painted in friendly colors. The people, however, dressed differently. Many couldn't speak Spanish. Carlos thought it very strange when he discovered that the boy two doors from his new home could not understand him. The boy would just stand, shyly smiling at Carlos, and occasionally answering in speech that was just a jumble of sounds to Carlos. It was very bewildering, but it was also very interesting.

Carlos was now six years old. So he entered school. There he learned that the people of the United States spoke English. Shortly he was able to converse with his schoolmates, haltingly at first, but increasingly better as he studied. He learned to read and write, and he learned about numbers. Carlos was by nature a student, a faculty which was to remain with him throughout his lifetime. He walked the distance from his home in the southwestern part of Tucson with quick and eager footsteps. His school stood at the corner of what is now Congress and Scott. He could not know at that time that some day he was to build upon that same corner Tucson's most modern department store.

Carlos remained in school three short years. At nine years of age he went to work. His mother had found it impossible to support the family by her labors alone. Carlos' first job was that of carrying mud from the ground to the roof of a group of adobe buildings which were being constructed opposite the Plazita de San Agustin.

For a few days he worked at his mud-carrying job. It wasn't easy work, but Carlos was proud of his new-found ability to earn a living for himself, and to help his mother. Perhaps it was the spirit in which he worked that attracted the eye of Isadore Mayer. Perhaps Mr. Mayer took pity upon seeing a boy so young doing such heavy work. At any rate, Isadore Mayer was waiting near the pile of mud when Carlos returned to fill his bucket.

"Isn't this a pretty hard job for a youngster your age," asked Mr. Mayer.

"Si, Señor," quickly answered Carlos. "Yes, Sir. But I don't mind working hard."

"Well, then, perhaps you might like doing something else. I am Isadore Mayer of Mayer and Brothers. How would you like being our cash boy?"

Carlos' eyes widened. "Oh, Señor," he exclaimed, "that would be wonderful!"

"Very well, then, report for work tomorrow morning. By the way, what is your name?"

"Carlos, Señor, Carlos Jacome."

THE MAKING OF A MERCHANT

AT the time he accepted the job of cash boy from Isadore Mayer, Carlos did not know that he was starting a merchant's career. Being cash boy for Mayor and Brothers was just a chance to make a little more desperately needed money. Nine year old mud carriers aren't promoted very quickly. It takes skill and more muscle than that of a nine year old boy to be an adobe or brick layer, or a mason.

Carlos was quick to realize his chance. He diligently applied himself to his new work. He observed how the store was operated. He made friends with all the clerks, the bookkeepers and the department heads. He learned how to meet the customer. He won promotion.

Boys with that kind of thinking and acting don't remain long in one place. Carlos out-grew Mayer and Brothers in two years, and he went with L. Zeckendorf and Company as clerk.

During this time other things were taking place which were to shape the destiny of Carlos Jacome. Back in Ures, Sonora another family was struggling for a living. Things were not going so well with the familia Germán. Try as they might, poverty remained, so one day mother Germán decided to do something about it. She had heard of gold in California, and that this was a beautiful country filled with opportunity. She packed her bag and took the north-bound stage.

Señora Germán was a very rugged woman. The people of Ures fondly called her Doña Trinidad Montijo Germán. Somehow, this name seemed more becoming to a woman so self-sufficient.

Doña Trinidad did not remain long in California, nor did she get rich there. But, she did return to Ures with more money

Carlos Jacome

Courtesy Arizona Historical Society, Tucson Stacks, 92J17, N617s, The Story of Jacome's; being the life story of the life of Carlos Jacome

than that with which she had left. Furthermore, she had visited Tucson as a child, and her memory of the progressive little town was so good that she remained in Ures just long enough to straighten her affairs, and sell her house. She bundled up the few cherished possessions, and little daughter Dionisia Germán, and moved to Tucson.

Doña Trini, as the friendly Tucsonians called her, looked about Tucson for a place to build her house, then decided upon a spot which most Tucsonians thought unworthy of consideration. They smiled when they learned of her plans. They laughed when she proudly told them that she had purchased the land with twenty $20.00 gold pieces. Doña Trini, however, was keen visioned. She had a premonition that her newly acquired property would someday prove to be a sound investment. It did. Today that property stands at 271 North Stone.

When Carlos Jacome first saw Doña Trini's daughter Dionisia Germán, he immediately fell in love with her. Dionisia was beautiful. Carlos was handsome. People nodded their heads in approval. So Carlos, the clerk of L. Zeckendorf and Company, married Dionisia Germán. Both had been born in Ures, Sonora, Mexico. Destiny, it is said, performs strange things.

By 1896 Carlos had been with L. Zeckendorf and Company fifteen years. Within this time, he now had a family. L. Zeckendorf and Company valued their energetic clerk's ability, but they could not afford to pay him more. So Carlos and Dionisia looked about for means with which to increase the family's income.

Carlos had a good friend in Loreto Carrillo. They knew each other well, and trusted one another implicitly. A partnership was formed, and on a small sum of borrowed money the foundations of what was eventually to become Jacome's Stores, Inc., were laid.

The business grew. First it was Jacome and Carrillo. Then, it was Jacome and Manzo. Methods of display in those days before 1910 were strangely, if not humorously, different from those of today. But, they were proper. For instance, the show case and the console were unknown in those days. Merchandise was displayed in front so that people who passed in wagons, buggies and on horseback could see what the store had to sell. Much of the merchandise was placed on the plank sidewalk, and protected from the sun by a canvas. Trousers were displayed on a rack, while men's shirts were strung on a line across the store's front. Traveling bags, men's clothing samples, and women's ready-to-wear were placed on either side of the doorway. It was a good display. In fact, it was the best in Tucson. The store prospered.

The story of Jacome's growth is the story of the growth of Tucson. When Jacome and Carrillo opened their business that day in 1896, Tucson was a rambling country town. Its streets were dirt. The buildings were adobe and brick, many of which looked as if they had been built without a plan. Country towns, however, don't remain country towns long with men of the spirit of Carlos Jacome working and living in them. Tucson could not help growing.

In 1880 the railroad came. "I remember well when it came," said Carlos in 1931. "The surveyors came through in 1878 and camped in the Military Plaza. We boys used to think it great sport to run over there and watch them at work. Naturally, we were extremely curious about everything." Carlos had been a student all of his life.

Then came the street cars. Carlos recalled that they were not too unlike the streetcars of 1931. "The early cars were pulled by mules," he told a newspaper reporter in 1931, "and horses were used extensively, also. There was only one line then, and that ran down West Congress out to 'Buel's Addition.'"

Yes, Carlos Jacome watched Tucson grow, and he grew with Tucson. The country town became a city. The automobile and the hard road increased its accessibility. Carlos' mother was right, back in 1879, when she decided that Tucson might prove to be a good place to live.

THE GROWTH OF AN INSTITUTION

JACOME and Manzo remained partners in business until 1913. Then, because of his love of ranch life, Mr. Manzo sold his interests in the company to Carlos Jacome.

However, that was not the end of the Carlos Jacome and G. S. Manzo association. Destiny was again to do strange things. But let us start at the beginning of this part of our story of Jacome's. Let us start with the beginning of the life of G. S. Manzo.

G. S. Manzo, like Carlos, was born in 1869 in Ures, Sonora, Mexico. In 1880 he came to Tucson. Long interested and experienced in mercantile businesses, Mr. Manzo shortly became a co-owner of a company to be known as Manzo and Ochoa. At the death of Mr. Ochoa, Mr. Manzo closed the business and became associated with Carlos Jacome.

When Mr. Manzo purchased that ranch in 1913 he believed that he was retiring from the mercantile business. Destiny, however, decided otherwise. Hard luck, in the form of a drought, compelled Mr. Manzo to return to work for his good friend Carlos Jacome. From that time on he has directed the affairs of the counting room at Jacome's, maintaining his department on a high standard of efficiency. G. S. Manzo, Secretary of Jacome's Stores, Inc. So reads his title. His contribution to the growth of Jacome's, as a life-long friend of Carlos Jacome, cannot be estimated, for his great natural ability, and human understanding, made many friends for Jacome's.

In the meantime Carlos' family had grown. To Carlos and Dionisia were born thirteen children, nine boys and four girls. There were Carlos, Jr., Henry, Ramón, Juan, Frank, Alex, Arthur, Richard, and Augustine. There were Anita, Sara, Josephine, and Rose.

Alex Jacome, the tenth child of Carlos and Dionisia, had planned to be a diplomat, before his father's health began to fail, in the late twenties. However, he responded to his father's request that he train himself to take charge of the store.

Alex, like his brothers, had virtually grown up in the store. When still a youngster, he became the delivery boy of Jacome's during summer school vacations. Newly arrived merchandise thrilled him, and he asked questions about everything which he did not understand.

Carlos remembered his own inability to attain a high formal education, so he made it a policy to see that all his children received proper schooling. Alex attended the Sister's Parochial

Carlos Jacome

Courtesy Arizona Historical Society, Tucson Stacks, 92J17, N617s, The Story of Jacome's; being the life story of the life of Carlos Jacome

"THERE IS NO DEATH!

WHAT SEEMS SO IS TRANSITION . . .

—John Luckey McCreery—"There Is No Death!"

CARLOS was there when the doors of the new store of Jacome's opened. Palid, but erect, and with the familiar youthful sparkle in his old eyes, he stood just within the opened doors, his usual place for greeting his friends. Banks of flowers framed his tall, soldierly form. Back of him glistened the new store that had arisen from the old.

This evening of October twenty-first, 1931 was his hour, his day of triumph. Alex had proven his ability to take charge of the store. His brothers and sisters were cooperatively grouped about him. There was unity in Carlos' family. It was all very satisfying.

With that grand feeling of a man who knows when his job is done, and done well, Carlos greeted his friends as they came to the opening of Jacome's new store that October evening. They came by the hundreds. And they shook Carlos' hand as warmly as he shook their's. Yes, this was Carlos' hour of triumph.

The new store opening was tremendously successful. The columns of the newspapers were filled with glowing reports and descriptions. Jacome's was the finest of Tucson's department stores.

Ten months after that memorial evening the flags in the State were flown at half-mast. Every door of every business house in Tucson was closed. Carlos C. Jacome, pioneer and friend, had died.

That was a sad day in Arizona. Fine tributes were paid in all parts of the State. In Phoenix the people of Arizona raised a bronze tablet at the State Capitol. It commemorated Carlos' membership in the Arizona Constitutional Convention at which

School, Marist College, which was located on the corner of Ochoa and Convent Streets, and the Tucson High School. He was graduated from the University of Arizona in 1927, receiving degree of Bachelor of Science in Business Administration. Then, he went to New York where he worked for the Arnold Constable Company to receive first hand knowledge of modern merchandising methods. Later, for a short time, he was with the J. C. Penney Company in Laredo, Texas. Then, he returned to Tucson to enter his father's business.

In 1928, Jacome's was incorporated, and Alex was elected Vice-President and Merchandise Manager.

Long before this, however, Alex had known that the time had come for improvement in displaying the merchandise. He talked with his father about it. Carlos had always been progressive. "I'm not well, Alex," he said, "but you are right. We need more space, and we need to modernize. You do it." Alex did it.

Until that time, Jacome's had just the main floor of a two-story building, the second story being occupied by a hotel. Alex took over the hotel and converted it into space for the store, modernizing everything, and installing an elevator. When the new Jacome's opened on October 21, 1931, it was Tucson's most beautiful, and most modern department store. Nothing of the old store remained except the eternal Jacome spirit of friendliness and service.

The day before the store was opened to the public, Carlos walked through it with Alex. His keen old eyes observed everything. Nothing escaped his appraising attention. Ever the student, he was still learning, this time from his own son.

Carlos had that rare faculty of knowing when a thing was right. It did not matter whether it was new to his eyes. He knew, with that unusual intelligence of a self-educated man, that Jacome's had moved onward. He turned to Alex when the tour of the store was completed. He smiled, as his keen eyes looked, not at Alex, but beyond as though at God.

"It's good, Alex," he said. "It's good."

Jacome's was no longer just a country store. Jacome's had become an institution.

Carlos Jacome

Courtesy Arizona Historical Society, Tucson Stacks, 92J17, N617s, The Story of Jacome's; being the life story of the life of Carlos Jacome

he had helped make Arizona a State. But the greatest monument to Carlos Jacome, one which spoke more eloquently than all others, was the store which stood on the site of the school of his boyhood at Congress and Scott.

Then Alex became president of Jacome's. Under his guidance and with the cooperation of his brothers and employees, the store prospered and grew.

Ten years passed, and the people of the United States found their country at war. Those were trying days for Jacome's. Those were trying days for everyone. But the friendships formed by Carlos Jacome and his sons carried the business along.

Then the dropping of an atomic bomb brought the war to a sudden and unexpected end. Alex hadn't said anything about his plans for the future of Jacome's, but before that historical moment, in fact, several months before, he had definite plans. He had known that the time had come for changes in the store. So he called Dale Nichols on the telephone. "When it is convenient, Dale, I wish you would stop in at the store," he said. Then he added, jokingly, "I may put you on the pay-roll!"

Before Alex called Dale Nichols he had known much about him. He knew that he was an accomplished artist and designer. Alex wanted the best.

Dale Nichols dropped in to see Alex one afternoon, a few days after. Alex took him through the store. "We need to modernize," said Jacome's young president, "the store is showing its age. What would you suggest?"

* * * *

It took months to complete the re-decorating of Jacome's. Under Dale Nichols' direction the painters did their work after store hours. Corona, Mexico's great decorative artist, came up from Mexico, and hid away in a hotel room to work for weeks upon his beautiful panels.

Thus, the store took on its new form. And when, at last, it was done, a picture of Carlos, perfectly framed, was hung where all could see it. Above the friendly face which smiled out from under the glass were these words; "The only thing which I have ever strived to do is to be honest and truthful in all my dealings." It was signed "Carlos C. Jacome."

Alex stood with his brothers and the faithful employees and the artists Dale Nichols and Corona the evening before he opened this newest of Jacome's. "It's good," he said. "I wish that Dad could see it."

Carlos smiled from his picture on the wall.

The End

"MAKE YOUR STORE A FRIENDLY ONE, AND YOU WILL LIVE FOREVER."

Carlos C. Jacome.

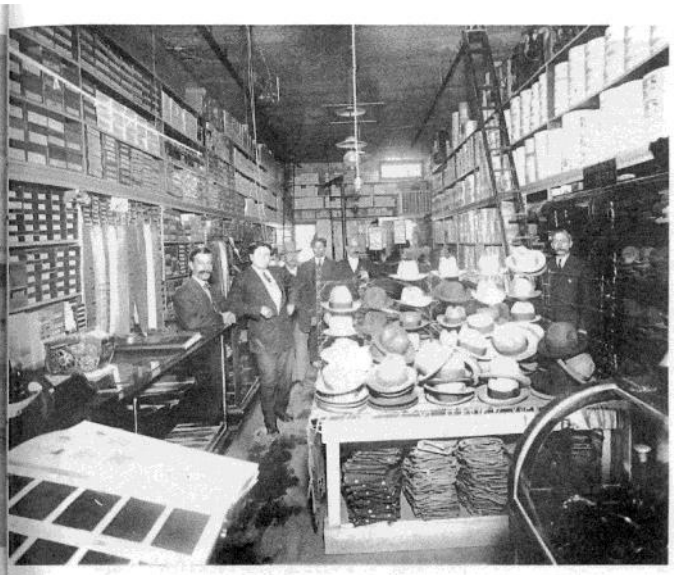
LEOPOLDO CARRILLO CARLOS C. JACOME

ORIGINAL STORE 1896—JACOME & CARRILLO

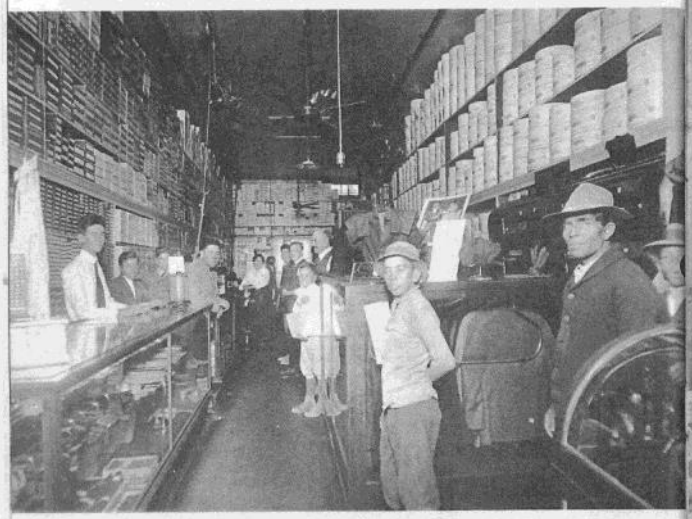
Carlos Jacome

Courtesy Arizona Historical Society, Tucson Stacks, 92J17, N617s, The Story of Jacome's; being the life story of the life of Carlos Jacome

G. S. MANZO AND CARLOS G. JACOME AT EXTREME RIGHT
STORE KNOWN AS "LA BONANZA" AROUND 1910



INTERIOR OF JACOME & MANZO STORE 1910

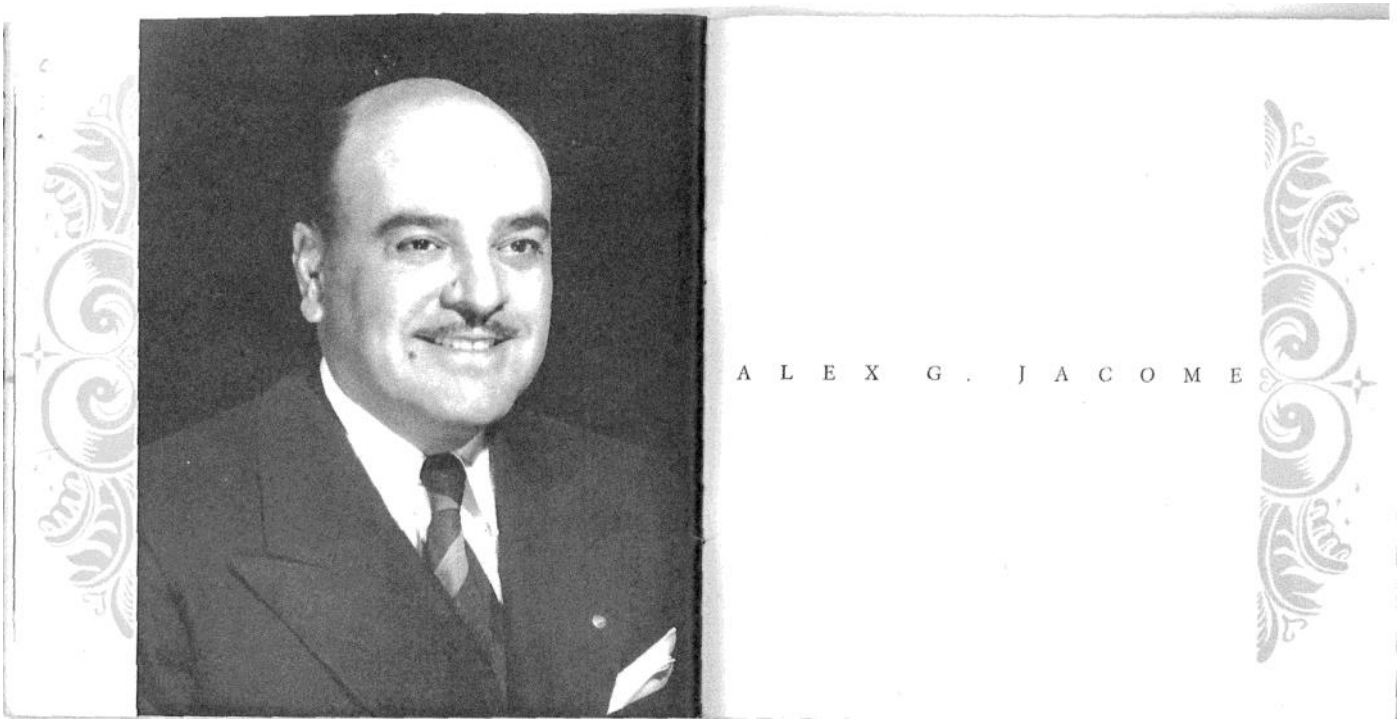


JACOME'S STORE (INTERIOR) 1916

THE JACOME FAMILY IN 1890

Carlos Jacome

Courtesy Arizona Historical Society, Tucson Stacks, 92J17, N617s, The Story of Jacome's; being the life story of the life of Carlos Jacome

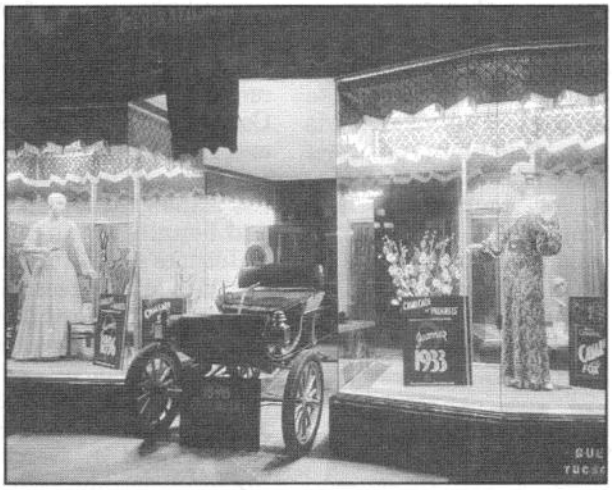


Carlos Jacome

Courtesy *Another Tucson* by Bonnie Henry:

WHERE
WE SHOPPED
8

Jácome's



By 1933, Carlos Jácome's 13 children were in charge of the store.

They were a dead giveaway. Shiny red boxes tied up with green ribbon meant only one thing around here come Christmas time: You'd done your shopping at Jácome's.

You and a cast of thousands. For 84 years — long before those first red boxes ever went under the tree, or the family name ever went over the store, Tucsonans were being waited on by men and women named Jacome.

Or "Jah-COM-ee," as the tongue-twisting tourists once called it — though usually only once.

"We'd tell them it's pronounced like 'José.' Everyone understands that," says Alex Jácome Jr., last of the Jácomes to head up the business begun by his grandfather way back in 1896.

Carlos Jácome was his name. And when he died in 1932, every business in Tucson shut it doors and flags throughout the state flew at half-staff to honor the pioneer merchant who also helped frame Arizona's Constitution.

Who would have thought it 56 years earlier, when Carlos, age 6, and his widowed mother first plodded into Tucson seeking a better life than what they had known in Mexico?

His formal education over at age 9, Carlos soon found himself hauling adobe mud to the roofs of buildings under construction in the new Plaza de San Agustín.

Impressed with the boy's hard-working ways, Tucson merchant Isadore Mayer offered young Carlos a job as a cash boy in his mercantile firm, Mayer and Brothers.

"A cash boy was there to keep the store clerks honest," explains Alex Jácome Jr. "He would take the money from the customer up to the clerk at the central register, and then he would bring back the change."

From cash boy, Carlos soon graduated to a clerking job with the L. Zeckendorf store, predecessor of Steinfeld's department store.

In 1896, 26-year-old Carlos and good friend Loreto Carrillo pooled a few hundred dollars to start up a mercantile store on West Congress Street. It's name: La Bonanza.

So small was the store that its goods were displayed on the wooden sidewalk out

Carlos Jacome

Courtesy *Another Tucson* by Bonnie Henry:

front, for the perusal of those clopping by in buggies and wagons.

Miners paid for their overalls and long underwear with mining stocks. "My grandfather staked all those guys, and of course the mines turned out to be worthless," says Alex Jácome Jr.

In the early 1900s, Carrillo sold his interest in the store to Genaro S. Manzo. He, too, briefly left the business but would soon return to become secretary and longtime comptroller of the company.

By the mid-'20s, Tucson was wallowing in a post World War I depression and many of its oldline stores were closing. La Bonanza. too, was in trouble. Unable to pay the interest due on a loan from Southern Arizona Bank, Carlos met with the president of the bank, expecting the worst.

Instead, he was asked to take over the just closed W.F. Kitt & Sons store, on the northeast corner of Congress Street and Scott Avenue. This, of course, meant borrowing even more money.

Carlos took the dilemma home to his growing family, which numbered 13 children. The consensus around the dinner table that night: "Well, Dad, if we're going to go broke, we might as well go broke in style."

And so the little mercantile on West Congress became a full-fledged department store at the other end of the street — though they kept the Bonanza open as a branch store for several years.

First-day sales in the new store totaled $69. A grand opening sale four days later did a little better: $18,000. Jácome's department store was launched.

Standing at the door every day greeting the customers was its proprietor, who believed in the personal touch so much that he refused to even allow himself an office.

In 1931, Jácome's expanded into the top floor of the store, the former Savoy Hotel. Ten months later, Carlos Jácome died, leaving the business to all 13 of his children. Alex, one of the younger sons, was named store president.

All through the tough years, Jácome's hung on. Warrants issued to schoolteachers in lieu of cash during the Depression were honored in full, says Alex Jácome Jr.

Making good use of its rock-solid relationship with suppliers during World War II, Jácome's also managed to send out 6,000 pairs of hard-to-get nylon stockings to its credit card customers.

After the war, even as it was celebrating its 50th anniversary, Jácome's was contemplating big changes — a move to the northwest corner of Pennington Street and Stone Avenue, then the site of Steinfeld's grocery store and lunch counter.

"Harold Steinfeld (president of Steinfeld's) and my dad played golf together," says Alex Jácome Jr. "I imagine they spoke of this for three or four years before anything was done."

June 30, 1951: Jácome's department store announces that it will move into a new 40,000-square-foot building that it will lease from Steinfeld's.

A hundred employees will make the move from Congress Street along with the Congress Street store's Salvador Corona murals.

Three months after the announcement, thousands throng the intersection of Stone and Pennington to mark the grand opening of Jácome's multimillion-dollar store.

With a 10-piece orchestra, the bells of San Agustín Cathedral, and the Tucson Boys Chorus providing the background music, dignitaries such as Arizona Gov. Howard Pyle, Sonora Gov. Ignacio Soto, Tucson Mayor Fred Emery and the most Rev. Daniel J. Gercke of the Diocese of Tucson troop through the new store.

Meanwhile, out in the street, youngsters take their turns swinging at piñatas, including a 7-foot clown filled with candies.

Harold Steinfeld was right. This was a good location for the store. By 1957, Jácome's was expanding again, growing northward to meet the new J.C. Penney store next door. Its sales staff swelled to more than 200.

Still, the business remained a family one, with brothers Augustine, Henry, Arthur and Richard taking an active part in helping Alex run the store. Stockholder meetings were held once a year, with all the family in attendance.

In 1972, Alex Jácome Sr. became chairman of the board, with son Alex Jr. assuming presidency of the store. Henry Jácome Jr., another of the third generation of Tucson Jácomes, was named vice president.

But times outside the store were chang-

ing as well. The Mexican peso had been devalued, keeping many longtime customers away. Levy's and Steinfeld's had moved to suburbia. The Pioneer Hotel had suffered a disastrous fire.

All through the '70s, the store struggled to lure the once-faithful back downtown.

A stab was also made at opening a Sierra Vista store, but the developer's plans fell through.

Viewed as the last downtown department store not to "go mall," Jácome's, as it turns out, had its reasons. "The original lease stated we could not build a store within 5 miles of downtown," explains Alex Jácome Jr.

Though the lease was changed in later years, it was too little, too late, he adds. "We ran out of time."

A stockholders' meeting was held, a vote taken. Close it down, came the decision.

It fell to the president of the store to tell its 102 employees, some of whom had been with Jácome's more than three decades.

"The other department stores sent their personnel people to our store and interviewed our employees. Eighty-five percent were hired to work in those stores," says Alex Jácome Jr.

The going-out-of-business sale lasted all of five weeks. Friday, April 4, 1980, 5:50 p.m. Cousins Henry and Alex Jácome Jr. turn the keys in the lock, shake hands and walk away from 84 years of history.

"I wish I could have passed this along to my children," says Alex Jácome Jr.

So do all of us who treasure memories of the store — and finding one of those shiny red boxes underneath the Christmas tree.

Carlos Jacome

Courtesy http://books.google.com/books?id=026rci5g13MC&pg=PA109&lpg=PA109&dq=carlos+jacome+tucson&source=bl&ots=VQttW8_Y5y&sig=KZyMX-kF9tYR-EiYFLM4fDw_QpQ&hl=en&sa=X&ei=xnnHUOKFFrO1yQHTkYG4DQ&ved=0CEAQ6AEwBDge#v=onepage&q=carlos%20jacome%20tucson&f=false

If a Tucsonan frequented a department store, it would likely be Jacome's or Steinfeld's. Founded by Carlos Jacome in 1896 as La Bonanza, with the name changed to Jacome's in 1921, the store was a Tucson institution for almost a century. Seen here in the 1930s, Jacome's was at its Congress Street location. A civic leader, Carlos Jacome was a member of the 1910 Arizona Constitutional Convention prior to statehood. Tucson's business community included giants and smaller family-run operations. The Bring Funeral Home hearse (shown below) gasses up at the Union Oil Company station on Stone Avenue and Franklin Street in 1926 and, as was expected, received full, complimentary service. (AHS BN41256, BN200461.)

Carlos Jacome

Courtesy http://www.library.pima.gov/locations/main/jacome.php

About Joel D. Valdez Main Library - Jácome Plaza

Using the Plaza

To book the plaza for an event, please contact the City of Tucson's Parks and Recreation Department at 837-8054 or by email to diane.salyers@tucsonaz.gov

History of the Plaza

In 2004 a column was erected in the Jácome Plaza to commemorate Carlos Corella Jácome and his family. Carlos Jácome was the owner of Jácome's Department Store, which stood on this site from 1951-1980.

Jácome Plaza Triptych

Jácome's Department Stores, Inc.
1896 – 1980

This was the final location of Jácome's Department Store from 1951 to 1980. For twenty-nine years the people of Tucson and our neighbors in Mexico frequented this site. The concept of retail clustering began in the Tucson area when business rival, Harold Steinfeld, agreed to build and lease a store to Jácome's in order to create a retail hub downtown. Jácome's is best remembered as a successful, three-generation, family owned and operated department store. It represented one of the many successes achieved by the dedicated Mexican people who pioneered this city. The success of Jácome's was based on community involvement and dedication to the principles of honest dealings and personal friendly service.

In addition Jácome's commissioned works of art establishing a precedent for private sector support of local artists. Jácome's displayed the artistic works of Salvador Corona, Dale Nichols and Edith Hamlin. Hamlin's medallions were mounted above the arches on the exterior entrances at both Stone and Pennington and became the lasting symbol of Jácome's store.

At the Scott and Congress location, Jácome's underwent two complete renovations before moving to a more prominent location at Stone and Pennington. For eighty-four years Jácome's evolved, grew and prospered as did the city of Tucson. The demise of Jácome's mirrored the decline of retailing in downtown Tucson. The Jácome family wishes to recognize and thank the many employees whose hard work, dedication, and loyalty were critical to its success.

...dedicated by the .....25 October 2004

Carlos Corella Jácome
1870 – 1932

Ures, Sonora – Tucson, Arizona

Dionícia Germán Jácome
1869 – 1927

Ures, Sonora – Tucson, Arizona

In 1870, Carlos Corella Jácome was born to a family of very modest means in Ures, Sonora, Mexico. In the late 1870s, the family moved to Tucson in the fertile Santa Cruz valley. As a nine year old, Carlos stopped his education and went to work as a laborer at the Placita de San Agustín. His hard working, cheerful and conscientious nature attracted the attention of Mr. Isadore Mayer who hired the youngster. Carlos worked for Mayer & Brothers Dry Goods Store as a cash boy for two years and then became a clerk at L. Zeckendorf and Company, forerunner of Steinfeld's Department Store. This proved to be the strong foundation that supported the evolution of his family retail business.

In the early 1880s, Dionícia Germán and her mother, Doña Trinidad Montijo Germán, arrived in Tucson from Ures, Sonora. Dionícia married Carlos in 1889, and the combined family moved into Doña Trinidad's home at 271 North Stone Avenue which still stands as of this date.

After 15 years at L. Zeckendorf, Carlos was ready to start his own business. He and Loreto Carrillo opened La Bonanza in 1896. The next evolution was Jácome and Manzo, which he formed with Genaro S. Manzo. By 1913 Carlos was on his own, but he maintained lifelong friendships with his previous partners. In 1928, Carlos incorporated Jácome's Department Store.

Carlos Jacome

Courtesy http://www.library.pima.gov/locations/main/jacome.php

Carlos was naturalized as a United States citizen in October, 1894. Active in community and political affairs throughout his life, he was one of the founding members of Alianza Hispano-Americana which provided important services to the Spanish speaking populace. At the Arizona Constitutional Convention convened in October, 1910, Carlos was one of five delegates elected to represent Pima County. When Arizona statehood became a reality in 1912, Carlos was very proud of his contribution to both his state and country.

Carlos remained active in business and community affairs until his death in 1932. The success of Jácome's Department Store, Inc. during its eighty-four year history is directly attributable to the hard work and sacrifice of Carlos and Dionícia, their children and grandchildren.

The Jácome Children

All thirteen children of Carlos and Dionícia Jácome grew up working in their family store. They played important roles in the development of the store and they were involved in every aspect of the business. In 1928 Carlos incorporated the store with his thirteen children. Each felt a responsibility, inherited from their parents, for community involvement, and many of their descendants are still active in the Tucson area. Our community continues to benefit from their contributions in the fields of education, philanthropy, arts and culture.

Carlos C. Jácome, Jr.
1891-1965 Anita

Jácome Dalton
1893-1957 Sara

Jácome Parker
1894-1964

Josephine Jácome Bloom
1896-1993

Rose Jácome Aros
1897-1994

Henry G. Jácome
1898-1984

Juan G. Jácome
1900-1980

Ramón G. Jácome
1900-1964

Frank Jácome
1902-1978

Alejandro G. Jácome
1904-1980

Arthur G. Jácome
1907-1987

Richard G. Jácome
1911-1962

Augustine E. Jácome
1912-1999

Carlos Jacome

Courtesy-http://azstarnet.com/lifestyles/relationships-and-special-occasions/the-j-comes/article_9bf17a1a-c55d-5e21-a319-8644dd353a00.html

The Jácomes

RETAIL GIANTS FOSTERED TIES WITH MEXICO, A LESSON LATER CITY LEADERS HAD TO RELEARN

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March 19, 2006 12:00 am • By Sarah Garrecht Gassen Arizona Daily Star (0) Comments

The Jácome family connects with Tucson through thousands of one-on-one relationships — one reason the family's influence endures, a generation after its namesake department store closed Downtown.

In its heydey, Jácome's Department Store was the place to shop Downtown for beautiful clothes and one-of-a-kind imports. Movie stars, politicians from Arizona and Mexico, prominent families and regular folks patronized the store, all welcomed at the door by founder Don Carlos Jácome and his family.

The Jácomes evolved as Tucson grew up from a desert trading post to a city of almost a million residents. The clan now numbers around 145 and stretches across the country.

(2) More Photos

In Tucson, the Jácomes were, and still are, active in the Roman Catholic Church, the arts and civic affairs. Family members helped form the volunteer auxiliaries at St. Joseph's and St. Mary's hospitals, as well as the Catholic Newman Student Center at the University of Arizona.

The Joel D. Valdez Main Library now stands where the family department store operated for so many years. The nearby plaza, now known as Jácome (HAH-coh-meh) Plaza, is a gathering place for community events.

"My parents were of the philosophy that the city shouldn't be thanking us, we should be thanking the city for being so supporting of us," said Tina Jácome, granddaughter of Carlos Jácome, who opened the original store 110 years ago.

Carlos Jacome

Courtesy-http://azstarnet.com/lifestyles/relationships-and-special-occasions/the-j-comes/article_9bf17a1a-c55d-5e21-a319-8644dd353a00.html

The family's history in Tucson begins more than a century ago when a young Carlos Jácome moved with his mother to the small Arizona territorial town after the death of his father in Magdalena, Sonora.

With that decision in 1879, Mariana Corella Jácome sowed the seeds of a relationship that would span the two countries and help strengthen Tucson, the family's new home. Generations later, the Jácomes continue to build on those ties.

Carlos Corella Jácome was born April 8, 1870, in Ures, Sonora, to Mariana and Ramón Jácome.

Mariana, who'd lost three husbands, decided to leave Mexico and in 1879 headed to Tucson in the hope of better opportunities.

Carlos attended grade school in Tucson but left after just three years. Mariana needed him to help support the family. He took a job ferrying mud at the construction site for one of the adobe buildings going up. He quickly caught the notice of Isadore Mayer of the Mayer and Brothers store, who hired him to be the business' cash boy. Instead of mud, Carlos would ferry money between customers and cashiers. It was there, by observing the business from the inside, that he began to learn the art and trade of retail.

After two years, he went to work with L. Zeckendorf and Company — the predecessor of his later competitor, Steinfeld's Department Store — as a clerk. He stayed for 15 years.

Back in Ures, Sonora, a self-sufficient woman named Trinidad Montijo Germán decided to leave her home for the gold of California. When she returned, she wasn't rich, but she brought home enough money to make a new start in a town she'd visited as a girl, Tucson. She took her daughter, Dionicia Germán, named after the baby's grandmother, and moved north to the United States.

In Tucson, she bought the best land she could afford and paid with 20 gold pieces worth $20 apiece.

"It was outside the Presidio wall and across the street from the cemetery," said Estela Jácome, widow of Alex G. Jácome, the president of the department store for much of the last century. "People told her it wasn't safe because the Indians were raiding. It was what she could buy."

The land, on Stone Avenue, proved to be a good investment. Dionicia married Carlos Jácome, and the family eventually built a home on the land. The building still stands, now an office at 271 N. Stone Ave.

Carlos Jacome

Courtesy-http://azstarnet.com/lifestyles/relationships-and-special-occasions/the-j-comes/article_9bf17a1a-c55d-5e21-a319-8644dd353a00.html

Carlos Jácome and Dionicia Germán, the two branches of the family that would become the Tucson Jácomes, had taken root. Carlos and Dionicia started a family that would grow to include four girls and nine boys: Anita, Sara, Josephine, Rose, Carlos Jr., Henry, Ramón, Juan, Frank, Alex, Arthur, Richard and Augustine.

By 1896, Carlos had become business partners with his good friend Loreto Carrillo. They opened La Bonanza dry goods store on Congress Street.

After the turn of the century, Carrillo sold his interest to Genaro S. Manzo — also a native son of Ures, Sonora — who soon after sold his share to Carlos. It was the beginning of what would become Jácome's Stores Inc.

Carlos prized the personal touch. He learned English and Pagago, as the Tohono O'odam were known then, so he could communicate with all of his customers, said granddaughter Tina Jácome.

"Don Carlos was a very courtly gentleman," said Estela. She married Alex, the 10th child, in 1934 when she was 18. Her family, the Valles, who moved to Tucson from Argentina via California, were customers and friends of the Jácome family long before she and Alex fell in love.

"He would greet customers at the door," she said. "It was like he was bringing them into his home. He was a tall, very handsome man with blue eyes."

Photos of Don Carlos show his full mustache, a trademark carried on by his grandson, Alex Jácome Jr., Estela's son.

Many of the customers were ranchers and miners, families who relied on Jácome's and paid their bills twice a year.

"Back when my grandfather started the store, there were tough times," said Henry Jácome Jr., a grandson who eventually ran the store with his cousin Alex Jr. "He let people buy things on a handshake."

Often, especially during the Great Depression, customers couldn't pay for their purchases in cash. Jácome's carried them. Don Carlos knew that when things improved, as they did, those customers would be customers for life — and they were.

Don Carlos was more than a retailer. He was a confidant to many of his customers, who sought his counsel on personal matters. He was active in Arizona's formation as a member of the committee that in 1910 drafted the state Constitution. When he died in 1932, flags across Arizona flew at half-staff. Don Carlos was mourned by friends on both sides of the border.

Carlos Jacome

Courtesy-http://azstarnet.com/lifestyles/relationships-and-special-occasions/the-j-comes/article_9bf17a1a-c55d-5e21-a319-8644dd353a00.html

In 1926, Don Carlos' wife, Dionicia, died while playing cards with friends. Dionicia's mother, known then as Doña Trini, stepped in to help raise 13 grandchildren.

Doña Trini wasn't one to be trifled with, said Margot Jácome, who married Carlos and Dionicia's son Augustine, known as Teen, in 1934. Margot and Teen were both students at the University of Arizona when they eloped to Phoenix.

"She was very tiny," Margot said. "She kept all her booze in her steamer trunk so the boys wouldn't get it."

In a family with so many sons, Doña Trini had her own way of keeping track of everyone, especially new girlfriends and boyfriends.

"She never did learn to speak English really fluently, but she had the cutest way," Estela said. "She never asked who you were; she asked whose you were. It rather put us in our places, too."

Back when the family was still growing up, the Jácomes moved to a house on Seventh Avenue, where the children lived until they married. The boys occupied the second floor.

"All the boys lived at home and they all lived in the 'lion's den,' " said Henry Jr., recounting stories he heard from his father and uncles. "All the beds were up there.

"You get a lot of boys, they're going to find trouble wherever they could," he said. Space was so tight that the boys would lay out their trousers on their bed frames and put the mattresses on top, storing the clothing and keeping it flat and pressed for the next day, said Margot. The boys were proud of dressing smart and knew it was a reflection on the family business.

"They were meticulous," Tina said. "They all dressed like Beau Brummel, with hats and gloves."

The Jácome women held their own. The four sisters helped care for their brothers and were "all very strong characters" who set the bar quite high, Estela said.

"When you joined this family, you did a lot of apologizing for your cooking," she said, laughing.

Many of the Jácome women volunteered with church organizations and other civic groups while raising their families. One sister, Sara Jácome Parker, played the organ for years at Holy Family Catholic Church Downtown and led family singalongs. They were involved in the Catholic Church and schools, in the Newman Catholic Student Center at the UA, the Arizona Historical Society, the Arizona State Museum and local hospitals.

Carlos Jacome

Courtesy-http://azstarnet.com/lifestyles/relationships-and-special-occasions/the-j-comes/article_9bf17a1a-c55d-5e21-a319-8644dd353a00.html

After Don Carlos' death in 1932, the family voted Alex as president, partly because he was the only one with a college degree, said his nephew, Henry Jr.

As a little boy, Alex followed his father Carlos around so closely that he earned the nickname "the Shadow." But he didn't plan to follow his father into the family business. "He was interested in the diplomatic service," said wife Estela, now 91.

Alex took the responsibility seriously. "He carried the weight of the family on his shoulders — and the store," said Alex Jr. "You can imagine the politics that occurred at the store, let alone in the family."

Each brother contributed something to the store. Henry ran the menswear department, and Teen took over ladies wear. Richard ran the store operations. All of the children worked at the store at some point in their lives. Some left retailing, but they remained stockholders in the company.

The melding of family and business led to some ground rules. "One of the rules was that no in-laws could work there," Alex Jr. said. "Dealing with blood relatives is hard enough."

In 1951, Jácome's moved to a large property Downtown at Stone Avenue and Pennington Street. The family made sure the new store reflected its community, commissioning Mexican artist and bullfighter Salvador Corona to paint beautiful framed murals. Artist Edith Hamlin Dixon Dale created two large art pieces to hang on the outside of the new store, and the image became the trademark for the store. Tina Jácome donated the pieces to the city, and they now hang at the Tucson Convention Center, one at the west entrance and the other outside the Leo Rich Theatre.

The 1951 move made national news because Harold Steinfeld, who also owned a department store Downtown, built the store and leased it to the Jácomes. The idea, which was revolutionary at the time, was that clustering similar businesses together was good for them all. And it was, for a time.

Jácome's catered to Tucsonans, but also to wealthy Mexicans, customers who could travel anywhere in the world to shop. Alex made sure it was easy for the Mexican nationals to do business at the department store. Customers could exchange pesos for dollars at every cash register at the daily rate, and every department had at least one bilingual employee, he said.

"He was Tucson's unofficial ambassador to Mexico," said Alex Jr. of his father. The elder Alex was officially named an honorary vice counsel to Mexico and represented the United States at an international conference on Indians of the Americas held in Bolivia. He also represented the State Department on a trade mission to Spain.

Carlos Jacome

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Like his father, Alex Jácome cultivated personal ties and eventually became the person Mexican families told their children at the University of Arizona to call if they needed help. "We took them to doctor's appointments, lent them money, arranged weddings," Estela said. "It evolved. He became a godfather to all of the Mexican students at the University of Arizona."

But as Tucson grew up and out, Downtown began to fade. The retail cluster, which had been so revolutionary in 1951, began to break apart. Stores left the city center for new shopping centers like El Con Mall. Politicians pledged again and again to help Downtown revitalize, producing a stack of plans that never delivered.

The real beginning of the end came in December 1970 when the Pioneer Hotel caught fire and killed more than two dozen people. The Pioneer was the place to be for much of the 20th century in Tucson. It's where Estela Valles and Alex Jácome went on their first date and where most of Jácome's Mexican customers stayed when in town.

Henry Jr. and Alex Jr., who took over the store from their fathers, said many of those killed were friends, not just customers. Friends and business competitors Peggy and Harold Steinfeld, who lived in the hotel penthouse, also died.

The Pioneer Hotel closed in 1974. "Jácome's never quite recovered," Henry Jr. said.

In 1980, Alex Jr. and Henry Jr. made the difficult decision to close the family store. The peso had been greatly devalued, and the financial loss cost Jácome's dearly. The store hung on, but eventually the cousins decided it didn't make sense to fight to stay open. The decision hit the family hard.

Today, Tucson realizes the value of the commercial connections to Mexico, said Augie Garcia, director of the city's Puerta Nuevo office, which until January was the Tucson-Mexico Trade Office with the city.

Several of the Jácome grandchildren, including Tina and Alex Jr., continue to build relationships across the border through the Tucson-Mexico Sister Cities organization.

"You had people like the Jácomes who had an appreciation for the value of the relationship with Mexico, and the new leadership in the community didn't have an understanding of that relationship," Garcia said. Studies show that efforts to market Tucson as a shopping hub are attracting Mexican customers.

Carlos Jacome

Courtesy-http://azstarnet.com/lifestyles/relationships-and-special-occasions/the-j-comes/article_9bf17a1a-c55d-5e21-a319-8644dd353a00.html

Garcia said Tucson is relearning lessons that the Jácome family knew instinctively: that personal relationships take time and effort, but they're worth it. Mexican customers generate $1 million in revenue each day in Pima County, he said.

"This was validating what the Jácomes knew for years," he said.

As Tucson spread out, so have the Jácomes. Family members have gone into teaching, nonprofits, business, sports, music, real estate, finance and public service. They continue to volunteer and strengthen Tucson.

"It's just that way, a love of community," said Ruth Jácome, who married into the clan when she wed Carlos' grandson John Jácome in 1956. He was a firefighter for almost 30 years and now puts on arts and crafts shows, sometimes at Jácome Plaza. Ruth organized the docent program at the St. Augustine Cathedral Downtown.

"I think it was ingrained by Carlos that this is what you do," Ruth said. "And it went down from generation to generation."

Tucson Family histories

Carlos Jacome

Courtesy-http://projects.sbs.arizona.edu/host/pubs/prod/issue-2004/story/carlos-corella-j%C3%A1come

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Artwork from *The Story of Carlos Jácome*, written and illustrated by Dale Nicols, 1955, The Pioneer Press, Tucson.

· Another Step Forward

Carlos Corella Jácome

It's been said that the story of Jácome's growth is the story of the growth of Tucson. Carlos Jácome and his contemporaries were witness to Tucson's evolution from a rambling, country town to a paved-street city. The coming of the railroad in 1880 was a milestone in that evolution.

The original Jácome's, Jácome & Carrillo, opened in 1896 on the site of the school Carlos Jácome had attended as a child, at the corner of Congress and Scott.

When Jácome's was redecorated after World War II, the renowned artist Corona came in from Mexico and worked for weeks in a hotel room on panels for the store.

Just about a hundred years before the MASRC gained its official status, and nearly 20 years before the founding of the University of Arizona, Renée Jácome Majors' grandfather, Carlos Corella Jacome, made the journey with his mother from Magdalena, Sonora, Mexico, to the community of Tucson in what was then the territory of Arizona. Six years old at the time, he attended school for just three years before going to work to help support his family. He carried mud for an adobe construction project for a few days before being rescued by a storekeeper who offered him a job as a cash boy. After two years, he became a clerk in another store, where he remained for 15 years.

In the meantime, Dona Trinidad Montijo Germán moved to Tucson from Ures, Sonora, with her young daughter Dionisia, who would become Carlos Jácome's wife and Renée's grandmother. In 1896, to increase his family's income, Carlos Jácome partnered with his friend Loreto Carrillo in a venture that would become a virtual institution in downtown Tucson – Jácome's Department Store.

Like many other Mexican Americans, the Jácomes were Tucsonans long before Arizona became a state.

Greater Tucson Fire Foundation

Thanks you for taking an interest in Tucson Fire Department history —

This is one of many sections that contain information, documents, letters, newspaper articles, pictures, etc. They have been collected and arranged in chronological order or by a subject. These items were collected, organized and entered into a computerized database by Dave Ridings Assistant Chief Tucson Fire Department, Al Ring friend of the department, Greater Tucson Fire Foundation and with the help of many friends and fellow firefighters.

All graphics have been improved to make the resolution as good as possible, but the reader should remember that many came from copies of old newspaper articles. This also applies to other items such as documents, letters, etc.

Credit to the source of the documents, photos, etc. is provided whenever it was available. We realize that many items are not identified and regret that we weren't able to provide this information. As far as the newspaper articles that are not identified, 99% of them would have to be from one of three possible sources. The *Arizona Daily Star,* The *Tucson Citizen* and the *Tucson Daily Citizen,* for which we want to give a special thanks.

Please use this information as a reference tool only. If the reader uses any of the information for any purpose other than a reference tool, they should get permission from the source.

Should the reader have additional information on the above subject we would appreciate you sharing it with us. Please see the names and contact information on the 1st. TFD Archives page right below this paragraph.

Greater Tucson Fire Foundation