



DE LOS LLANOS

(THE VOICE of the Plains)

"A BILINGUAL WEEKLY"



LOS LLANOS

Volume II, No. 2

Miercoles 17 de diciembre de 1969

BULK RATE  
U.S. POSTAGE  
PAID  
Lubbock, Texas  
Permit No. 252  
Southwest Collection  
Texas Tech. College  
P.O. Box 4090  
Lubbock, Texas 79409

Lubbock, Texas

# School Board Refuses To Integrate

Monday night must have been one of the most exciting nights for the Board of Education of Lamesa Independent School District as local spokesmen for the Mexican American population and Representatives of many national and state Mexican American groups jammed the meeting halls of the schoolboard, while more than 250 citizens stood watching outside the building.

As if this weren't enough, Mark Smith, an attorney from Lubbock, region representative of MALD - Mexican American Legal Defense Fund, backed by a \$2 million grant from the Ford Foundation, was at hand to inform the school board about a possibly pending Federal suit against every member of the board, unless action was taken immediately by the members

**IN LAMESA  
independent  
SCHOOL  
DISTRICT**



Father Pat Hoffman, president of V. Z. Rogers P.T.A. confronts Cannady and the LaMesa Independent School Board

## Pat Hoffman DEMANDS INTEGRATION

With the words, "We must press for immediate integration," Father Pat Hoffman of Our Lady of Guadalupe, a spokesman for the Mexican-American community of Lamesa, confronted the school superintendent Alvin R. Cannady and the Board of Lamesa Independent School District.

A great number of local citizens were witness to the verbal demands of the mild-mannered priest. Father Jerome Vittek, pastor of St. Margaret Mary; Raymond Vargas, president of Lamesa Lion's Club; Jesse Esquivel, president of CYO; Willie Serna, regional organizer of American G. I. Forum; Paulina Jacobo, state president

See HOFFMAN, page 3.



## Paulina Jacobo State President of CITIZENS for SOCIAL JUSTICE

## STUDENT SUSPENDED

LAMESA STUDENT  
SUSPENDED FROM  
SCHOOL

Tuesday morning, Simon Losada, social director of the Catholic Youth Organization (CYO), was suspended from Lamesa High School.

Losada, one of the more active youths in demanding immediate integration, of the Lamesa Schools for the alleged refusal to do ten (10) pushups.

Losada is a Junior in High school, and one of the most active members of CYO in the Chicano community.

## FROM LUBBOCK

PAULINA JACOBO  
DEMANDS INTEGRATION

Once more the bright young fighter for equality Paulina Jacobo, State President of Citizens for Social Justice, of 2817 2nd St. Lubbock was at hand in her attempts to see that injustice and inequality no longer

Paulina Jacobo told the members of the Board of Educators of Lamesa schools that segregation must end now. "My organization is behind the local citizens 100% she said.

Miss Jacobo, representing the Lubbock chapter of

The discontent of the Mexican American community of Lamesa has been smoldering for the past several years due to a blatantly segregated school system and practices. Furthermore the local Chicanos (Mexican-Americans) displayed a tenacious and unrelenting determination to end the unlawful practice of separation of ethnic groups in the public educational system.

According to the Mexican American spokesman, the school board has not fulfilled its obligation of desegregating schools in accordance with the civil rights Act of 1964, promise after promise has been given them but no action has been taken to fulfill these promises. Perhaps the words of Father Pat Hoffman of Our Lady of Guadalupe, North Hartford, summarize the overall feeling of the Mexican-American community - "Why have you betrayed your word," he told the members of the board.

As early as May 27, 1967 a proposal, was presented to the Department of Health Education and Welfare (HEW) by the Lamesa School Board that was accepted by HEW. It is to this proposal that the Chicano Community refers concerning the irresponsibility of the board's actions. See SCHOOL BOARD page 3.

## malld attorney TO FILE FEDERAL SUIT

In an understanding and sympathetic tone Mark Smith MALD attorney confronted the board of Trustees Monday night at a meeting held between the Mexican American citizenry and the school board of Lamesa.

Smith, representing the Chicano community (Mexican American) is an attorney for MALD-- Mexican American defense fund which was given a \$2 million grant by the Ford Foundation for the purpose of representing and defending Chicanos throughout the Southwest.

The distinguished lawyer who has justly earned a reputation of "a champion of justice" began his courteous upbraiding by stating that "segregated schools are inherently unequal." This Smith said was a statement of law.

"I know" said Smith, "that the school board is composed of an unpaid and thankless job. Nonetheless you proposed that by a certain date you would end the patently segregated school system. And this was several years back" Smith said.

"Your responsibility is to the children, Smith continued, And I know you want to do what is right. Yet you have 100% segregation of M-A children in one school. This is prima facie evidence. It will be dealt with summarily in a U.S. district Court. The Courts have ordered Mississippi and Louisiana schools to integrate immediately. You have no choice."

"The implication from your own facts is that you would be responsible to the Mexican American children and to the Negro children and that special attention should be given to Spanish-speaking children. You haven't done this."

"If you will examine the number of failures of children of Mexican-American descent, you will know that you are not accomplishing very much.

See MARK SMITH, page 4.

citizens for Social Justice reminded the board that this type of injustice has been dealt with by the

Supreme Court throughout the Nation and that the board had no choice but to obey the law of the land.



ALVIN CANNADY: Supt. of Schools--welcomes Chicanos

## Cannady Refuses

TO OBEY THE LAW

Embarrassed and uncomfortable, the Board of Trustees of the Lamesa Independent school district faced a great number of local citizens as well as state and national representatives of Mexican American organizations who demanded immediate integration of the schools.

While the two hour session was being held more than 250 chicano citizens waited restlessly outside the meeting place to know the results of the confrontation.

The board was polite and courteous, allowing all members present to introduce themselves and speak on any point they wished.

At one point, Mrs. Sharp, District

See CANNADY REFUSES, page 3.

FANTASTIC!!  
WOULD YOU BELIEVE  
...GERRYMANDERING?

V. Z. Rogers school zone is an almost rectangular block surrounded by several Anglo districts. But--there seems to be a small strip the width of an alley stretching to the county line.

Thus obviously, V. Z. Rogers school zone is like all the other districts, extending from downtown to the county line. See page for map.



## Mark Smith

Mark Smith, MALD Attorney, representing the Chicano community of La Mesa in their demands for immediate integration. Smith said he would file a federal suit unless immediate steps were taken to obey the law.



# EDITORIAL

Nephtalí De León

## CARTA ABIERTA A LA MESA DIRECTIVA DE LAMESA

Señores, su ilegalidad y anarquía es imperdonable. Han tenido casi seis años para obedecer la ley y aun antes del Acto de Derechos Civiles de 1964 ustedes han tenido muchas décadas (el tiempo de la historia de Texas) en cual implementar no solo lo que es la ley hoy, pero lo que siempre ha sido correcto.

Durante mucho tiempo se ha reunido la mesa directiva preocupadísima con la administración del sistema escolar y el costo del edificio, o tal vez una cerca, o el sueldo del superintendente. Pero obviamente, y tal vez unintentionalmente se han olvidado de uno de sus deberes mas importantes. Su responsabilidad al elemento humano-- la gente que ustedes fueron elegidos a servir. Y se han olvidado que se dieron voluntarios a servir esta gente-- sin pago ni remuneración?

En intención ustedes insisten en una enajenación sistemática y destrucción de un grupo de gente que ha servido al estado de Texas y su nación (Estados Unidos) mas fielmente y con mas dedicación y ardor que ningún otro grupo. El noble Mexico-Americano sacrifica mas de sus hijos en las guerras, su rudo trabajo, y los impuestos que en proporción a su misero salario es enorme.

sin embargo ustedes, apreciables señores, en el mas cruel e ingrato estilo, relegan al Mexico-Americano a una posición injusta de ciudadano de segunda clase. Que raro que ustedes le dan el primer balazo, cuando prueba su capacidad en la jungla de Vietnam.

Y en el más importante dominio de su existencia, su educación, no solamente ustedes no hacen un esfuerzo significativo pero en un estilo mecánico y cruel, hacen la lucna para que su limitado ambiente sea aun mas reducido y obscuro no proporcionando nada a sus necesidades especiales. (1) Enseñanza con orientación acerca del barrio; (2) maestras bilingües; (3) comprensión y reconocimiento de su cultura y ambiente; (4) contacto con otros grupos étnicos (integración); (5) Futuros programas con énfasis especial en su cultura (oradores Chicanos, historia, progreso y hazañas).

Verdaderamente, señores, su falta de responsabilidad es impresionante.

Por estas razones les suplico a su conciencia, su senso de deber y de justicia, y su deber de la ley que inmediatamente terminen la segregación en sus escuelas.

Hezo. probado que podemos usar rifles y violencia en Vietnam; no lo cueremos probar aqui. Paz y armonía son posibles, y mucho mejor.

Sinceramente,  
Nephtalí

## OPEN LETTER TO THE SCHOOL BOARD OF LAMESA

Gentlemen, your lawlessness is unforgivable. You have had almost 6 years to obey the law, and even before the Civil Rights Act of 1964, you have had many decades (the length of Texas history) in which to implement, not only what is law today, but what has always been right.

For too long you have met in your school board meetings terribly concerned with the administration of the school system and the cost of a building, or maybe a fence or the salary of a superintendent. But you have obviously, although perhaps unintentionally, forgotten the most important one of your duties-- your responsibility to the human element-- the people you were elected to serve. And have you forgotten that you volunteered yourself to serve the people-- without pay or remuneration?

Unintentionally you insist in a systematic alienation and destruction of an entire group of people who have served the state of Texas and their country (United States) more faithfully and with greater dedication and zeal than any other group of people. The noble Mexican American sacrifices more of his children to your wars, your hard labor, and the revenue of taxes which hits them the hardest in proportion to their meager earnings.

Yet you, dear sirs, in the most ingrate and cruel fashion, relegate to the Mexican-American a harsh and unjust position of second class citizenship. How odd that you give him a first shot, so to speak, at proving his capacities in the Vietnam jungles.

And in the most important realm of his existence, his education, you not only do not make any significant attempt to minister to his special needs, but in a mechanical, heartless fashion, you see to it that his already limited world is still further narrowed and obscured by not providing for his special needs--(1) Barrio oriented approach to teaching; (2) teachers knowledgeable in Spanish and English; (3) recognition and understanding of his culture and background; (4) contact with the other ethnic groups (Integration); (5) Follow-up programs in the later years with a special emphasis in his culture (Chicano speakers, history, achievements, and progress).

Certainly, gentlemen, your lack of responsibility is impressive.

I therefore make a plea to your conscience, your sense of duty and justice, and your sense of right, and ask you to immediately end the glaring segregation in your schools.

We have proven that we can handle rifles in Vietnam. We do not want to prove it here. Peace and harmony are possible-- and so much more pleasant.

Sincerely,  
Nephtalí

# RINCON LITERARIO

CON RAZÓN

## RIGHT--RIGHT OR WRONG

A small child cries  
Amid the soft rubble  
Where she lies.

The arm warm around her shakes  
A shot rings out  
Like snakes  
Arms jump about.

Projectiles fill the air.  
Still lie the bodies  
Weighted to the ground there  
By the murderous metal pins  
Stuck deep within.

Cleansing as a cyanide bath  
This Baptism of fire  
Has been the last  
For these men, women and child

Young lass of two, once smiled  
Through obsidian eyes  
Now with parents is unneatly piled.  
Not answered the many "Why?"s.

Those with answers, unseen  
In invisible green  
Return unharmed  
Unalarmed. Oblivious  
To the Softened Sickly Cry  
Of the wounded Child.  
Left alone to die.

Llora una niña  
dentro de la loma humana  
donde yace.

El brazo alrededor de ella  
nerviosa

Un tiro se oye  
Serpientes los brazos  
saltan y caen.

Proyectiles llenan el aire.  
Quietos los cuerpos  
Pesados los cuerpos  
de todos tamaños.

Bautismo de fuego  
El ultimo ha sido  
para estos hombres  
Mujeres y chica.

Joven hembra de dos  
Sonreía por ojos  
Obsidianos.  
Ahora con los padres  
muertos, todos.  
No contestados los  
¿Por qué?'s.

Los con respuestas, no vistos  
En su verde invisible  
Regresan sin heridos,  
No turbados. Oblivios  
Al sollozo enfermo  
De la chica herida.  
Dejada sola para  
morir.

## AN OPEN LETTER TO PRESIDENT NIXON

Reprinted from LA RAZA (CPA)

Richard Nixon  
White House  
Washington, D. C.

Av. Hidalgo 854  
Ensenada, B.C., Mexico  
September 28, 1969

Sir:

Enclosed is the Navy Cross awarded to me for having captured more prisoners single-handed (2,000 Japanese) than anyone in the military history of the United States. I was very proud of the Navy Cross as a symbol of my country's regard for my services.

It has taken much contemplation to come to this decision. I had always hoped that things would come better for my people, the Mexican-Americans, and for all minorities for that matter. But as far as I can see, under your administration, bigotry is gaining ground.

Therefore, since I'm considered a second class citizen by you and your fellow WASPS; and I have been refused a hotel room, because of my ethnic background, in the country that I fought for; and that my people, the Mexicans, are consistently treated in an undignified manner at border crossings when they are about to visit the United States; and that when I was a candidate for the U.S. Congress I was called a Mexican Wetback Candidate by my FELLOW REPUBLICANS; for these reasons and for so many more, I feel that I no longer desire to have in my possession an award from your CORRUPT, IMMORAL, DECADENT AND BIGOTED government...

Your type of government stole most of the Western United States from Mexico. I know that it would be next to impossible that this land be given back to its rightful owners, but it is not impossible that the Mexican-American be given his rightful status as a dignified human being.

I know that because of your stand you will have your "boys" harass me, but be assured that I will fight as hard for my fellow Mexican-Americans as I did for my country during World War II.

Your're on your last leg Tricky Dick. You've played the Left, the Center, and the Right. Where do you go from here?

Sincerely,  
Guy Gabaldon

## LOS GAVACHOS

El 25 de noviembre, un grupo de 48 estudiantes de español de MacKenzie Jr. High invadió el restaurante de la Tía Chema para gozar la comida y el ambiente de allí. Estos jóvenes son del club español, LOS GAVACHOS de la escuela donde enseña el señor Swann, gerente de LA VOZ.

El programa empezó con la llegada de los jóvenes a las 6:30 P.M. Se sentaron inmediatamente en la sala de La Malinche y esperaron la cena. Una cantidad increíble de arroz y frijoles, tacos y enchiladas, chulapas y tamales desaparecieron durante la hora y media después. No hay límite a los estómagos de los estudiantes del año siete.

En las fotos se ve que todos se divirtieron mucho. La comida, como es siempre, fue excelente--muy típica y mexicana.

Tía Chema cantó varias selecciones y el ilustre estudiante y hombre de negocios, Elías Masso también cantó al grupo. Los chamacos añadieron unos copos de "Cielito Lindo" y otras canciones. La amiga de todos, Tía Chema presentó al grupo de extranjeros una noche muy divertida.

## LETTERS TO EDITOR

Dear Sirs:

I am sorry I am an anglo! By reading your paper I have discovered myself to be inconsiderate, selfish, cruel to minority races, and dominant in all phases of community leadership.

I did not realize how prejudiced I was but your articles have shown me to curse at M.A.'s during accidents, refuse them haircuts, keep them in menial positions and support them at school rights.

Sir--I am glad that you judge all anglos by the actions of a few! I too, am glad that you have printed some of the good things being done by and through anglos for the M.A. Community?

We are not all like the small percentage of whom you have reported. For every prejudiced person--I believe there to be one who is not. If I painted our skin brown and took on a M.A. name--would I then be incapable of feeling bitterness, criticism, and prejudice?





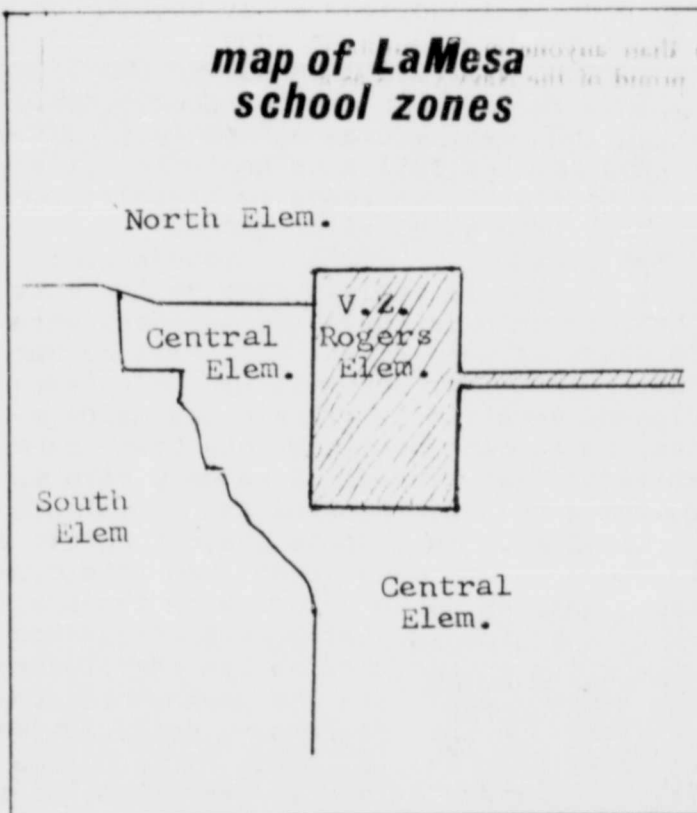
# La Mesa Directiva Es Injusta

## BOARD REFUSES

But even earlier than that a plan to comply with federal regulations was submitted on July 23, 1965 which apparently was not accepted by HEW, following the 1967 proposal, even another plan was submitted on June 13, 1968. To this date none of the proposals have been carried into effect in spite, of many verbal and written promises to do so. It is for this reason as well as several apparent misinformations on the part of Alvin R. Cannady, Superintendent of Lamesa School district, that the Mexican American citizens are ready to demand immediate rectification of the lawlessness of the board.

Some of the boards own proposals that would comply with title VI of the Civil Rights Act were that: (1) the first and second graders would be integrated all in one school, (2) that 3rd and 4th graders would be integrated in another school, (3) that all the 5th graders would be at V.V. Rogers Elementary, (4) that the 6th, 7th, and 8th grades would be integrated in a separate complex, (5) That special emphasis would be given to the needs of minority groups, (6) That no less than 10 Mexican American bilingual teachers would be hired to educate the M-A children and (7) that a 9 month headstart bilingual program would be established for the culturally and educationally deprived M-A children since they were burdened by their lack of knowledge of english.

To date none of this proposals have been carried out. On the contrary, the Mexican-American and Negro children have all been corraled into an educationally inferior system (because of segregation) at V.C. Rogers Elementary school where not a single Anglo child is required to attend. And of course there is no Anglo child at this school, and not a single M-A teacher. There are over 300 M-A and about 34 Negroes at this school. (see related story)



## CANNADY REFUSES

representative of the P.T.A. had another representative read some of the bylaws of the association in an attempt to discredit the local members present as well as Father Pat Hoffman President of the VZ Rogers P.T.A. It was alleged that those present were not legitimate spokesmen, for P.T.A. and could therefore not speak. No one else seemed to question the authenticity of the spokesmen, and since Mrs. Sharps statements had nothing to do with the matter at hand, the meeting proceeded smoothly but in a tumultuous manner.

Calvin R. Cannady Superintendent of the schools appeared flustered and upset with the many questions and demands made of him and the board. For the most part the educators were quiet. It was evident that neither the Superintendent nor the board had much to say in their defense of their irresponsibility both to the children as well as to the law of the United States.

Both the citizens as well as Mark Smith, MALD attorney assured the board that a few weeks might be given them if the board indicated by a vote and promise that they would immediately integrate the schools before a Federal suit was filed. The board members refused to give such assurance.

## MESA DIRECTIVA DE LAMESA REHUSA COOPERAR CON HEW

El Lunes por la noche fue muy excitante para la mesa Directiva del Distrito escolar independiente de Lamesa cuando oradores locales a favor de la populacion Mexico Americana asi como representantes nacionales y estatales de grupo Mexico Americanos llenaron los pasillos los pasillos del edificio mientras mas de 250 ciudadanos observaban desde fuera del edificio.

Y como esto no fuera suficiente, Mark Smith, abogado de Lubbock y Representante Regional de MALD-Mexican American Legal Defense Fund, respaldado por \$2 millones del Ford Foundation, estaba presente para informar a la mesa Directiva acerca de la posibilidad de hacer demanda federal a cada miembro, si no tomaban accion inmediatamente.

El descontento de la comunidad Mexico Americano de Lamesa a estado creciendo durante los ultimos años a causa de la Segregacion de la escuela. Ademas los Chicanos locales (Mexico Americanos), mostraron una determinacion de terminar la practica ilegal de separar a los grupos etnicos en el sistema publico educativo.

Segun un orador Mexico Americano, la mesa Directiva no a llevado acabo su obligacion de desegregar escuelas de acuerdo con el Acto de Derechos Civiles del 1964. Promesa tras promesa se les a hecho, pero no se a cumplido.

Tal vez las palabras del Padre Pat Hoffman de Nuestra Sra. de Guadalupe de North Hartford, suma los sentimientos de la comunidad Mexico Americana, "porque an traicionado su palabra, dijo a los miembros de la mesa directiva.

Desde Mayo 27, 1967 una proposicion fue presentada al Departamento de Salubridad, Educacion y Bienestar (HEW) por Lamesa y aceptada por HEW. Es a esta proposicion que la comunidad Chicana se refiere cuando nombra la irresponsabilidad de las acciones de la mesa directiva.

Mucho antes de esto un plan fue sometido en Julio 23, 1965 pero aparentemente no fue aceptado por HEW. Este plan tenia el proposito de seguir las regulaciones federales. Siguiendo la proposicion de 1967, aun otro plan fue sometido en Junio 13, 1968. Hasta esta fecha ninguna de las proposiciones se a llevado a cabo, a pesar de las muchas promesas verbales y escritas. Es por esta razon y varias misinformaciones aparentes por Alvin R. Cannady, Superintendente del Distrito Escolar de Lamesa, que los Ciudadanos Mexico Americanos estan listos para demandar rectificacion inmediata de la ilegalidad de la mesa directiva.

Algunas de las proposiciones de la mesa directiva que honraria el Acto de Derechos Civiles bajo el Titulo VI son (1) Los estudiantes del primer y segundo año seran integrados todos en una escuela, (2) Que el tercer y cuarto, año serian integrados en otra escuela (3) Que todos los del quinto año irian a V.V. Rogers Elementary, (4) Que los de el sexto, septimo y octavo años serian integrados en un complex separado, (5) Que enfasis especial seria dado a las necesidades de los grupos en la minoria, (6) Que no menos de 10 maestros bilingues Mexico Americanos serian ocupados para educar a los niños Mexico Americanos y (7) Que un programa Headstart Bilingue por nueve meses fuera, establecido para ayudar a los niños que sufren por la falta del conocimiento de Ingles y su privacion educativa y cultural.

Hasta la fecha ninguna de las proposiciones se a llevado a cabo. Por el contrario los niños Negros y Mexico Americanos han sido acorralados en un sistema inferior educativo (por segregacion) en V.C. Rogers Elementary, donde ningun niño Anglo es requerido a tender ni una maestra Mexico Americana existe. En esta escuela hay 300 MA y como 34 Negros. (Vea historia relacionada).

## American GI Forum

Under the directorship of Mr. Hector Garcia, state and national chairman, the Forum will surely make its forceful voice heard more.

Those who might need more information can contact Manuel Castro at Castro's Barber Shop on Broadway.

On the 11th of January, 1970, at the Urieka Club in Lamesa, Texas, the G.I. Forum of Texas will hold its state convention. Mr. Willie Serna reports a reception will be held on Saturday evening and that reservations should be made early. Anyone who is interested in his rights and those of all free human beings is welcome to attend.

# Father Pat Hoffman

## PADRE PAT HOFFMAN FIRME EN SUS DEMANDAS

of Citizens for Social Justice; Andres Sandoval, information officer for Texas AFL-CIO; as well as representatives for Rudy Acuna (who was due to arrive Tuesday), Director of Chicano (Mexican-American) Studies at the University of California and representative of the Justice Department, were all present at the meeting of the school board.

"We are here," said Father Hoffman, "because several proposals have been sent to the Department of Health, Education, and Welfare (HEW)-- none of which have been implemented. According to the last proposal which was accepted, the schools of Lamesa should have been fully integrated by September of 1969."

The Mexican-American children are presently being educated (?) in V. Z. Rogers Elementary, a completely segregated school for Mexican-American and Negro children.

"At the time of the proposal," continued Father Hoffman, "there was one Anglo at V. Z. Rogers; now there are none. There is another proposal I was told about, but I have not seen it. Why have you betrayed us?"

The gentle but determined priest continued, "Hopefully we will get good answers tonight. For we will be unwilling until we have immediate integration. We are only asking what the law requires and the Constitution guarantees. The superintendent told me some seven weeks ago that something would be done about integrating the school after we made another complaint; why hasn't this been done?"

"I don't mean to be attacking you now..." said Hoffman, "maybe later... but there is reason to doubt you."

At this, Bill Reed, president of the board, interrupted by saying, "This is being taped..."

"Yes I know," answered Hoffman, "I see the mike and the cord..."

Hoffman continued, "We have only one Mexican-American teacher in the school system. We got an extra teacher when we pushed. When we put some more pressure we got a coffee break, and when we really pressed, we got parking tickets at church."

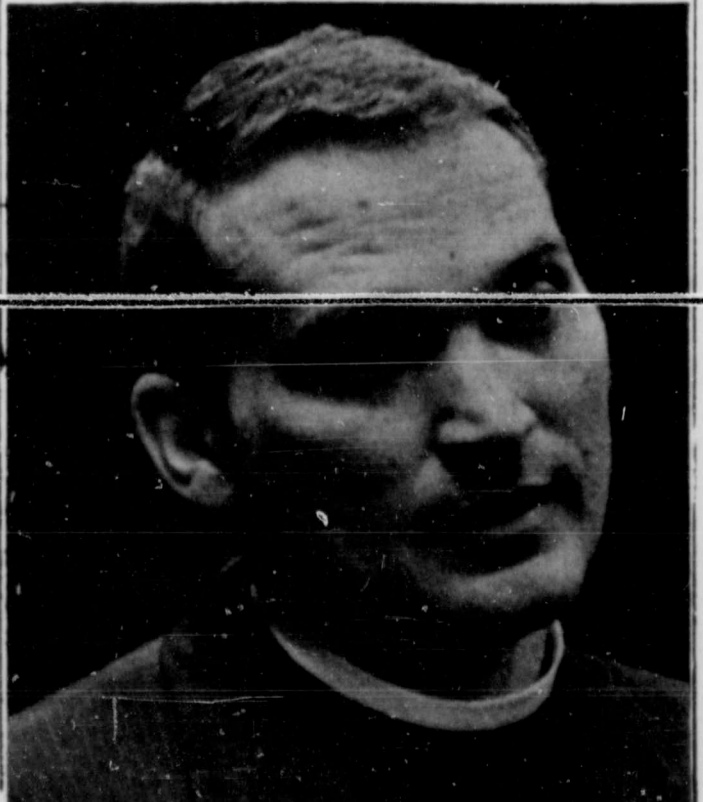
Hoffman was referring to an incident that happened on a Sunday during masses. After the Mexican-American citizens began to put pressure on the school board, they discovered one day that a great number of cars were issued parking tickets. But the police officers went to the "wrong" priest's church and issued tickets to Father J. R. Viteck's parishioners rather than Father Pat Hoffman's. When they discovered their mistake, they proceeded to issue tickets to the vehicles at both churches.

"Someone kept saying I was causing trouble," continued Father Hoffman, "and I know that my community was attacked." -- (referring to the strange case of tickets on their cars -- something that had never happened before.)

A board member asked Hoffman if he was insinuating that the school board had anything to do with this. Hoffman said no.

Mr. Cannady limited himself to saying that several proposals had been made and that no one had seen the one of October, 1969, because it had been given orally.

Hoffman stated, "Be that as it may, we will not relent. You are, I think, a lawful man. You will not deprive the children of an equal education."



La Mesa, Lunes. Con las palabras, "tenemos que seguir con la lucha por la integracion inmediata," el Padre Pat Hoffman de la Iglesia de Nuestra Sra. de Guadalupe, un vocero de la comunidad Mexico-Americana de Lamesa, confrontó al Superintendente, Sr. Calvin R. Cannady, y de la mesa directiva de el distrito escolar de Lamesa.

Una gran cantidad de ciudadanos fueron testigos a las demandas verbales, del gentil y modesto Padre. Entre ellos estuvieron el Padre Jerome Viteck, de la Iglesia Santa Maria Margarita; Raymond Vargas, Presidente del Lions Club de Lamesa; Jesse Esquivel, Presidente de el CYO; Willie Serna, organizador regional del American GI Forum; Paulina Jacobo, Presidente Estatal de los Ciudadanos Pro-Justicia Social; Andres Sandoval, Oficial de la informacion del AFL-CIO de Tejas; y Representantes de el Sr. Rudy Acuna (quien estaba para llegar el Martes), Director de los Estudios Chicanos de la Universidad de California.

"Estamos aquí," dijo el Padre Hoffman, "porque varias propuestas ya fueron mandadas al Departamento de Salubridad, Educacion y Bienestar (HEW)--- ninguna de las cuales, hasta la fecha, han sido implementadas. De acuerdo con la última propuesta, que ya fue aceptada y autorizado por la HEW, la escuela de la mesa deberian de haberse integrados completamente en Septiembre de 1969."

Los Niños Mexico Americanos ahora son educados (?) en la escuela V.Z. Rogers, una escuela completamente segregada, a la cual asisten solamente los niños de la gente Negra y la gente Mexico Americano.

"Cuando fue mandado al HEW la última propuesta," siguió diciendo el Padre Hoffman, "había solamente un niño Anlo-sajón en la escuela V.Z. Rogers. Ahora no hay ninguno. Hay otra propuesta según mehan dicho, pero no la he visto porque nos han traicionado ustedes?"

El gentil pero determinado Padre continuó, "Esperamos que esta noche Ud. nos den respuestas adecuadas. Porque nosotros seremos inflexibles en cuanto a la cuestion de la integracion inmediata. Lo que estamos pidiendo es solo lo que requiere la ley de esta nacion y lo que garantiza la constitucion de nuestra Nacion. El Superintendente de las escuelas me dijo, ya hace unas siete semanas, que algo seria en cuanto a el problema de la integracion de las escuelas. Porque no han cumplido ustedes con su palabra?"

"No intento atacarles ahorita," dijo Hoffman. "Quizás más tarde.. No hay razón para dudar lo que ustedes nos dicen."

A esto el Sr. Bill Reed, Presidente de la mesa directiva interrumpió al Padre diciendo, "Estamos gravando esta conversacion;" "sí, yo sé," contestó el Padre Hoffman, "veo el microfono y el cordón."

El Padre Hoffman continuó, "Tenemos solamente una maestra Mexico Americano en nuestro sistema escolar. Solo cuando nos quejamos con ustedes nos consigieron otra. Y cuando les hablamos mas de nuestros problemas escolares, nos dieron cafe. Y, más despues, "parking tickets" por haber estacionado nuestros carros en frente de la Iglesia."

Hoffman se refirió al incidente que hubo el Domingo durante la misa. Despues de que los ciudadanos Mexico Americanos les daba un poco de presión a la mesa directiva de la escuela, un día se descubrió que una gran cantidad de carros de los fieles de la iglesia fueron dados "parking tickets." Pero los oficiales de la policia, por equivocacion dieron los "parking tickets" a los fieles de la iglesia del Padre J.R. Viteck en vez de a los de la iglesia del Padre Hoffman. Cuando la policia descubrió su gran error, siguió dando "parking tickets" a todo el mundo de las dos iglesias.

El Sr. Cannady dijo solo que varias, propuestas que habían mandado al Hewy que nadie había visto la última por la razón de que había presentado verbalmente.

Hoffman declaró, "aún si así fuese nosotros seremos inflexibles. Ustedes son, creo yo, hombres de la ley, no privarán a nuestros niños el derecho y la oportunidad de gozar de la educación, la educación igual a la cual que reciben los demás niños de este pueblo."



**DeLEON'S GARAGE**  
SPECIALIZING IN AUTOMATIC TRANSMISSION  
NIGHT EMERGENCY SERVICE  
Call **PO 2-9179**  
108 AVENUE M

**La Malinche**  
Tortilla Factory  
Buy The Best TAMALES and dishes  
1105 2nd. Place PO3-2933

**COSTURA**  
VESTIDOS DE NOVIA  
VESTIDOS DE MADRINA  
VESTIDOS DE PAJE  
VESTIDOS DE BAILE  
Toda Clase de Costura Trabajo Garantizado y al Gusto  
Sra. Rosa Martínez Tel. 795-0008

HAIR RELAXING  
HAIR PIECES  
HAIR COLORING  
CALL 783-9810  
**Castros Barber Shop**  
Hair Styling For Men  
803 BROADWAY Estela & Castro  
Union members to serve you. Across old Post Office

**THE Catalyst**  
**the other side**  
of the story at--  
**T.S.U.**  
AVAILABLE AT THE PUB!

**Ybarra's Tortilla Factory**  
Se Especializan En  
\* TORTILLAS CALIENTITAS  
\* TAMALES SABROSITOS  
\* BARBACOA MEXICANA  
\* CHALUPAS DELICIOSAS  
Seran bienvenidos por el Sr. y la Sra. Ybarra  
Atanacio Ybarra - Propietario  
222 N Ave. N Tel. PO2 1767

**Gulf**  
CANTU GULF SERVICE  
PO 2-9833  
JOSEF CANTU, MGR. 247 AVE. M LUBBOCK, TEXAS  
**247 AV H**

# Mark Smith

He might have been the child to discover the cure for cancer. And he is far too often the child to die in Viet Nam.

"Yet the Mexican American has been the most responsible and greatest citizen of this nation. More Chicanos die in all wars than any other group by far out of proportion to their number in the states. In World War II 13 Texans received the Congressional Medal of Honor. Seven (7%) of these were Mexican Americans. More than 22% of the entire Marine Corps is composed of Mexican Americans from Texas," Smith said, "and yet they are not given an equal education. This is a tragedy -- a destruction of the lives of these children.

"The same child that does not get an education is likely to end up in jail and its so much cheaper to keep a man in college than the cost of keeping him in prison."

"We are failing the children," Smith said. "These are the reasons why we want total integration now. And you have not done what you said. Now I will file suit to an segregation by the beginning of the coming school semester. To this Mr. Cannady, Superintendent, of the schools, as well as some of the board members answered that attempts were being made to implement their last proposal.

Smith answered, "let us examine the evidence. You made a promise in 1967, one in 1968, and now you are making still other promises. None of them have been kept. Your record is not one of good faith. You have done nothing, Sirs."

The MALD attorneys' final statement was. "You have seen your own deadline. What do you propose to do? No federal Judge in a 5th Circuit will deny to implement the law."

At this, community, representatives, Smith and the various different organizations all stood up and headed towards the door. Then the board asked what they should do to avoid a federal suit. Smith answered that if they were to meet in the following morning or evening and giving assurance to obey the law, unnecessary headaches could be avoided. Some of the board members gave excuses of having to go to previous engagements and having to operate their businesses. It is difficult to say whether, the school board realized they had a federal suit hanging over their heads.

The members of the school board are J.D. Harris, Charles Bratcher, R.D. Kilgore, David Hughes, Bill Reid, Early Poltier, and Bob Crawley. Mr. Alvin R. Cannady is the Superintendent of the schools.



Mrs. Sharp, Arthur Preisinger, Willie Serna, Mark Smith, Jesse Esquivel, Paulina Jacobo and Barbara Bloomer all clearly involved with the matters at hand. Social justice was the case and the courts are there to prove it.

# CITIZENS for social justice

A group of Texas citizens in various West Texas towns, CITIZENS FOR SOCIAL JUSTICE, is becoming more and more involved in the happenings of this area. Dedicated to studying cases of injustice and taking appropriate action where needed, CITIZENS has assisted in numerous fights for the rights of the common people.

It has fought for better streets for a section of Slaton, sought legal aid for a variety of cases of maltreatment of individuals by local police and has encouraged and supported the youth in Abernathy and supported the youth in Abernathy who were intimidated by school officials and police for wearing arm bands to school during recent Moratorium Services.

The group also supported and assisted Abilene students in their boycott of classes weeks ago. The state president of CIUDADANOS PRO JUSTICIA SOCIAL, Miss Paulina Jacobo, spoke to the 1500 marchers at the end of the hike through downtown Abilene. She and numerous other members of the organization were there in full support.

More recently, CIUDADANOS has been intensely involved in a vast voter registration drive in Lubbock. The drive is headed by Gary Kelly, Mariano Gardia, Mark Smith, Neptali DeLeon and Miss Jacobo. The campaign is progressing beautifully as a result of the sweat and toil of dozens of other people who are willing to knock on doors in an attempt to register every qualified voter this year.

CITIZENS has given its full support to the cause of a juvenile detention home in Lubbock. After a slide program presented by Mrs. Betty Wheeler on December 7, showing the conditions and facilities in Lubbock as compared with those in cities such as Dallas, Waco, Midland, Amarillo, Austin and other cities, the need for new facilities here was obvious. We are far, far behind the times and our youth suffer.

CITIZENS FOR SOCIAL JUSTICE is keenly interested in education. Wherever possible the group seeks to improve education in the area. Complaints have come in from New Deal, Tahoka, and Abernathy, not to mention many from Lubbock and Abilene. CITIZENS are always there.

Just this week an education case arose in Lamesa. Father Pat Hoffman from Our Lady of Guadalupe Church in Lamesa came to the CIUDADANOS meeting Sunday night and informed the group of de facto segregation at the V.Z. Rogers elementary school there. (See story in this issue)

Immediately CIUDADANOS acquired a lawyer from the Mexican American Legal Defense Fund to represent the Rogers PTA at a confrontation with the Board on Monday evening. Radio, T.V. and newspapers were informed within the hour. At the meeting on Monday several members were present to aid the group in whatever way possible.

Members of CITIZENS FOR SOCIAL JUSTICE come from every walk of life. We are laborers, lawyers, truck drivers, teachers, students and housewives. With the interest and hard work of these people, and the support of organizations such as the G.I. Forum, LULAC, Mexican American Legal Defense Fund, Department of Mexican-American Affairs, and Civil Liberties Union, CIUDADANOS will continue to serve the just cause of equality for all.

Un grupo de tejanos de varios pueblos del oeste de Texas, CIUDADANOS PRO JUSTICIA SOCIAL, llega a ser mas y mas en vuelto e interesado en los acontecimientos de esta area. Dedicada al estudio de casos de injusticia para accionarse, CIUDADANOS ha apoyado en varias luchas por los derechos de la gente humilde.

Ha peleado por el mejoramiento de las calles del barrio en Slaton, buscado ayuda legal para casos brutalidad policiaca y apoyado a la juventud en Abernathy cuando fueron maltratados por los oficiales de la escuela por haber llevado banderas en los brazos durante el Moratorio.

El grupo, tambien, suporto y ayudo los estudiantes de Abilene en su boycott de las clases hace unas semanas. La presidente estatal de CIUDADANOS PRO JUSTICIA SOCIAL, la Senorita Paulina Jacobo, hablo a los 1500 marchadores al terminar la gran marcha por las calles de Abilene. Ella y numerosos otros socios de la organizacion participaron en aquella marcha.

Mas reciente, CIUDADANOS trabaja casi cada dia con la registracion de los votantes. El cabo del programa para registrar la gente es Gary Kelly. El, Mariano Gardia, Mark Smith, Neptali DeLeon y la mencionada senorita Jacobo son los meros jefes. La campana progresa muy bien con el sudor y el trabajo de estos y otros. Queremos que cada persona sea registrada.

CIUDADANOS ha dado su apoyo completo a la causa de una casa juvenil en esta ciudad. Despues de un programa de transparencias de la Sra. Betty Wheeler que nos enseno las condiciones de las facilidades que tenemos aqui para los jovenes en comparacion con los programas y edificios en ciudades como Dallas, Waco, Midland, Amarillo, Austin y otras, la gran necesidad para una casa juvenil y un plan nuevos fue obvia. Andamos muy, muy atrasados---sufre la juventud.

CIUDADANOS PRO JUSTICIA SOCIAL tiene mucho interes en la ensenanza. Cuando posible el grupo trata de mejorar la educacion en esta area. Quejas vienen de New Deal, Tahoka y Abernathy si no mencionamos las de Lubbock y Abilene. Ciudadanos siempre estan listos a ayudar.

Esta semana misma, un caso educacional se nos presento de Lamesa. El Padre Pat Hoffman de Our Lady of Guadalupe Church in Lamesa vino a la junta con el Padre Vitec de otra iglesia de la misma ciudad. Nos informaron de la segregacion en la V.Z. Rogers Elementary School. (Vean el reporte mas amplio en este mismo papel).

Inmediatamente, CIUDADANOS consiguio un abogado del Mexican-American Legal Defense Fund para representar la Rogers PTA en la confrontacion con la Mesa Directiva el lunes. La radio, T.V. y los periodicos fueron llamados durante la situacion en Lamesa. El lunes varios estudiantes fueron a Lamesa para ayudar.

Los miembros de CIUDADANOS PRO JUSTICIA SOCIAL son de todos los segmentos de la vida americana. Somos abogados, trabajadores, manejadores, maestros y profesores y estudiantes y esposas de casa. Con el interes y el trabajo de estos miembros, y con el apoyo y cooperacion de otras organizaciones como el G.I. Forum, LULAC, Mexican-American Legal Defense Fund, Department of Mexican-American Affairs, and the Civil Liberties Union, CIUDADANOS PRO JUSTICIA SOCIAL va a seguir sirviendo la causa justa de la igualdad.

**mario**  
KFLD  
FLOYDADA, TEXAS  
983-2841

**GOOD POSITIONS**  
are waiting with training  
**Commercial College**  
2007 34th SH7-4371

<b>EASY TO LEARN</b> ABC System Shorthand In Only 4 Weeks <b>LEARN GREGG</b> Shorthand in 6 Weeks <b>IBM KEY PUNCH</b> COMPLETE 4 WEEKS	<b>SECRETARIAL</b> Quality in 12 weeks <b>BOOKKEEPING</b> Quality in 10 weeks <b>CLERK TYPIST</b> Train in 8 weeks <b>BUSINESS MACHINES</b> Complete in 8 weeks <b>EMPLOYMENT</b>
--	---

Our specialized individual method is for fastest, easiest, and surest way to the secure high-paying jobs. Most business men call Commercial College first.

**\*COMPUTER PROGRAMMING**  
Third Generation IBM  
COBOL LANGUAGE

**\*IBM SECRETARIAL**  
Better Positions in Automation  
Secretarial 8 Months

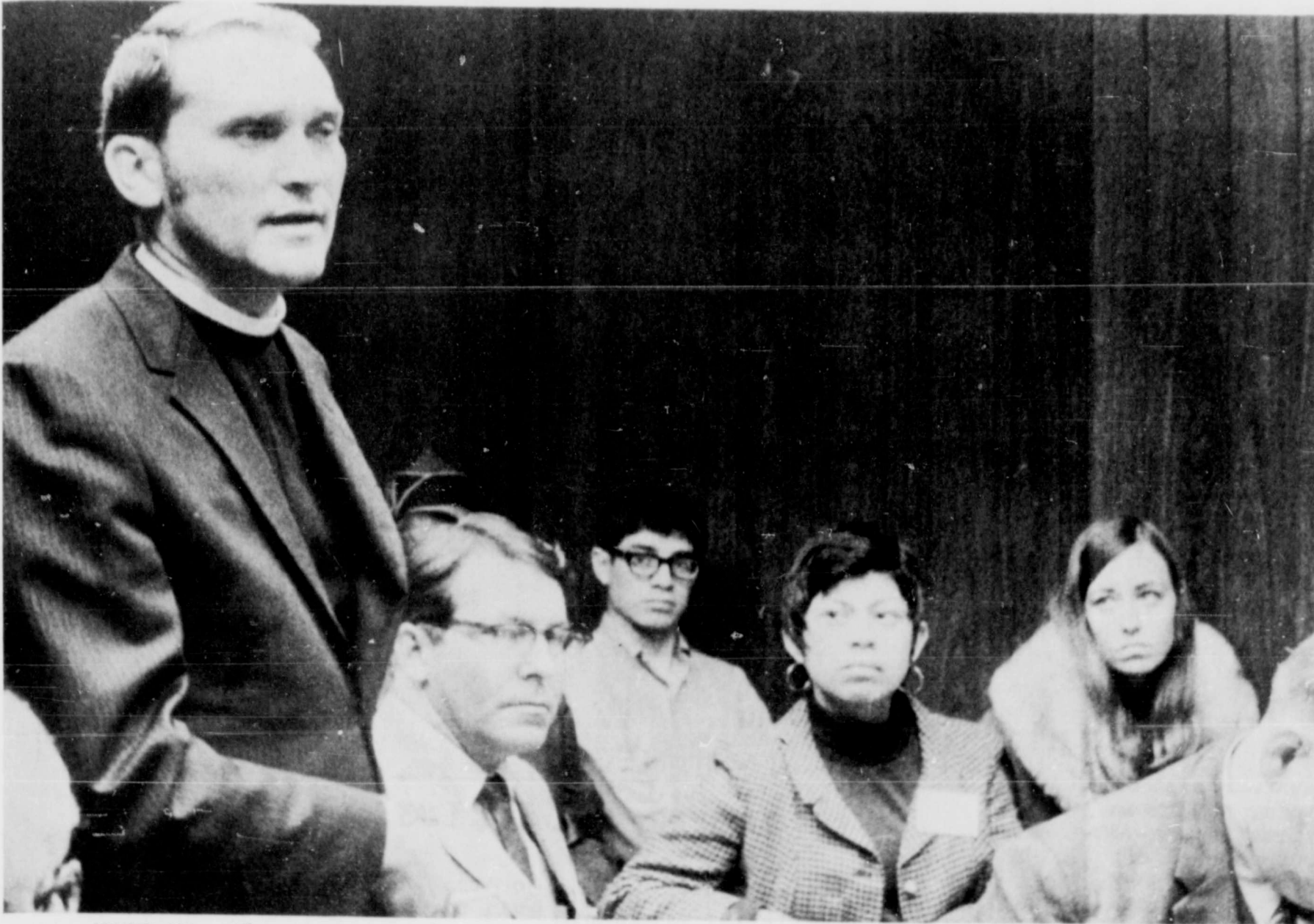
**\*SENIOR ACCOUNTING**  
University Program 10 Months

**\*DRAFTING**  
Train in 100 months  
2007 34th SH7-4371

Also in Midland, Odessa, Abilene, Ft. Worth & Shreveport

**COMMERCIAL COLLEGE**





HOFFMAN: "When a man tells you something that is not true, and later tells you something else that is not true, you have no choice but to doubt his word." "There is reason to doubt." (interruption by Reed, "...this is being taped." Hoffman: "Yes, I see the mike and the cord.") "I want to know why we have only two Mexican-American teachers, when you promised us ten. 37.7 percent...of the school is Mexican-American. ... we did get another teacher when we pressed." "When we really pressed we got a coffee. When we really pressed, we got tickets...at church." (referring to parking tickets on Sunday.)



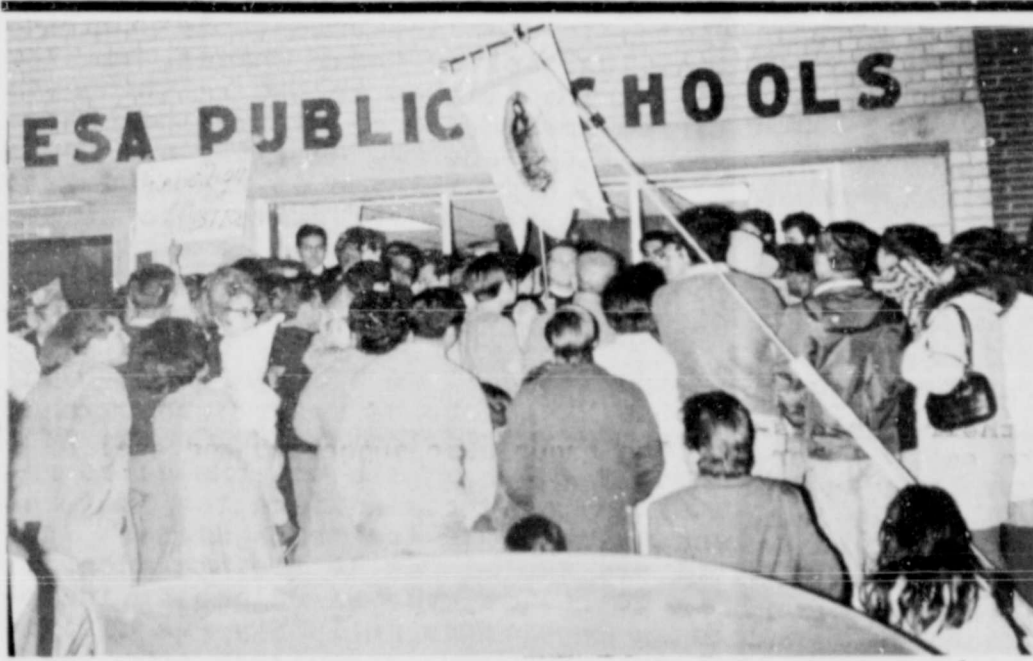
JACOBO: "These injustices have been going on too long."



BOB CRAWLEY: Board member, whose daughter student teaches in Lubbock, has a class of "...colored children. Black colored, white colored, and brown colored." His daughter, he says, hugs these children. "Why, she loves them to death!" (EDINER'S WIFE: "We've heard Mr. Crawley's general attitude before. "Some of my best friends...")



Cannady: "My obligation is to the Board of Education."



SUPPORT OUTSIDE--THE PARENTS waited during meeting



SUPPORT OUTSIDE--THE STUDENTS marching in the street



Hoffman: "Your obligation is to the children..."



BILL REED: President of the School Board, after hearing from Mark Smith and Paulina Jacobo (both from Lubbock and both having just supported Father Hoffman's argument) "Can we hear from someone from Lamesa?"



CRAWLEY: Referring to integrating V.Z. Rogers school, "Will you help us?"

SMITH: "We will all help." It seems Federal suit should be help enough.



Reply--HOFFMAN: "I'm from Lamesa."

(Staff Photos by Craig Campbell)





# César Chavez En Texas



"Si usted gana sin violencia entonces usted ha ganado una victoria doble. Usted no ha ganado solamente su lucha pero usted sigue siendo libre."  
- Cesar Chavez

## CHAVEZ Y LA CAUSA

"If you win nonviolently, then you have a double victory. You have not only won your fight but you remain free." - Cesar Chavez

### CHAVEZ & LA CAUSA

"Nonviolence can only be used by those whose cause is strong. It is very hard, and man's self-control is weak...What's difficult is to be non-violent in the cause, in the battle for justice; knowing --and this is even more difficult-- what violence can be done to our family and brothers and our cause."

In a time when the call for violence is heard throughout the land, it is reassuring to find a man who preaches compassion and non-violence as the instruments of social change. Such a man is Cesar Chavez, perhaps the most influential Mexican-American leader in contemporary America. At 42, Chavez, the head of the United Farm Workers Organizing Committee, is soft-spoken but tough. He has to be. The self-educated son of a migrant family, he has worked hard at back-breaking labor since the age of ten.

In 1962, Chavez decided that the time had come for action to improve the lot of the Mexican-American farm worker. He left his job as organizer for the Community Service Organization in San Jose (where he had worked in citizenship programs, voter registration, and community organization); from San Jose he moved to Delano, California.

He and his wife and eight children lived on their minimal savings; Cesar began to build a self-supporting organization of farm workers that would in time be strong enough to bargain collectively with employers for improved working conditions. The National Farm Workers Association (NFWA), which he established, organized the first successful farm-workers' newspaper and led a rent strike which brought about significant improvements in the labor-camp housing for the first time in over thirty years.

The Delano Grape Strike, which began in September, 1965, was directed by the NFWA; it was called in response to the refusal of the area growers to discuss union recognition procedures; even though it was clear that a majority of the workers wanted union representation. In 1966 the NFWA merged with another group to become the United Farm Workers' Organizing Committee, AFL-CIO. Under the leadership of Chavez, settlements were reached with some contractors (wine-grape growers especially) which provided for

job security, rest periods, health insurance, holidays, overtime pay, among other benefits. But several of the large table-grape growers refused to even discuss the issue (Most notable was the Giumarra Corporation, 80% of whose workers had signed cards authorizing UFWOC to act as their bargaining agent in matters concerning wages and working conditions. A strike was called, and 95% of the workers walked out, but Giumarra hired strike-breakers and people from Mexico with no papers whatsoever to fill the jobs.

The basic issue in the grape controversy is the right of farm workers to collective bargaining. "UFWOC's organizing efforts are directed at securing for farm workers the democratic right of collective bargaining, a tradition well-established in other segments of the American working community," wrote Chavez in early 1969: "Once agricultural laborers have attained a measure of control of their destiny through unionization, they will be able to command a just return for their toil and demand the social legislation that now blatantly ignores."

The national grape boycott was called in 1967. In a strike in 1968, violent attacks were made on pickets by grower agents, court injunctions were handed down, and again the illegal recruitment of Mexican Nationals was used. At the present time the boycott continues, as it seems to be the most effective legal means for continuing the four-year old non-violent struggle for recognition.

In a statement adopted by the World Council of Churches, August 22, 1969, Chavez and his organization were called "a powerful force for self-determination among farm workers and for non-violent social change in rural USA. Although the farm workers movement is presently focused in California and the Southwest, the life possibilities of all farm workers in the USA are linked to the success (or failure) of this movement. Additionally, the future of non-violent social change in the USA is closely related to the sacrificial efforts of Cesar Chavez and the farm workers with him."

### AFL-CIO PROGRAM

Sunday, December 21, Andres Sandoval, of the AFL-CIO, has furnished to Citizens For Social Justice a set of slides with an accompanying tape to present a program titled "Our Cause in the '70s". The program will present the goals and projects of the AFL-CIO in the coming decade. It will cover goals for labor in the field of politics, stressing the importance of voter registration. The presentation will be at 7:00 P.M. at Guadalupe Center on December 21 at the regular meeting.

Aquellos cuya causa es fuerte no usan violencia. Es muy difícil y el control personal es debil.. lo difícil es ser pacífico en la causa, la batalla por justicia social, sabiendo que la violencia puede ser para nosotros, sabiendo y puede ser contra nuestra familia, hermanos y nuestra causa.

En el tiempo que la llamada a la violencia se escucha a través de la tierra es desconcertante encontrar un hombre, que predica compasión en su falta de violencia como instrumento de cambios sociales. Así es Cesar Chavez, tal vez uno de los líderes de mas influencia en Mexico Americanos en el America contemporanea. Chavez, 42, el Líder del Comité de la organización de trabajadores del Campo, tiene voz suave pero severa. Así tiene que ser. Desde la edad de 10 años el a trabajado duro y se educó el mismo pues su familia era migratoria.

La Asociación Nacional de Trabajadores del Campo (NFWA) que el estableció, organizó el primer periódico que fue un suceso y llevo a cabo una huelga de rentas que obtuvo significantes mejoras en las casas de los trabajadores por primera vez en mas de treinta años.

La huelga de uvas en Delano, principio en Septiembre de 1965 y fue dirigida por NFWA, fue organizada como respuesta a la reusa de los dueños que no querian discutir los procedimientos de reconocimiento de la Union. Aun cuando la mayoría de los trabajadores querian representación de la Union. En 1966 la NFWA mergio con otro grupo para formar United Farmer Workers Organization Committee AFL-CIO bajo la dirección de Chavez, acuerdos fueron resueltos contratantes que proveian por seguridad de trabajo, descanso, aseguranza dias de fiesta, pago doble y otros beneficios. Pero muchos de los Agricultores de uvas de mesa rehusaron a discutir los casos (mas conocidos fue la corporacion Giumarra, 80% de cuyos trabajadores firmaron tarjetas autorizando UFWOC a actuar como sus agentes de tratamiento en asuntos acerca de sueldo y mejores condiciones de trabajo. La huelga fue llamada y 95% de los trabajadores se salio, pero Giumarra ocupo

scream!

purple wires surround me  
in my serene dream  
of exquisite delight

heaven, hell, die,  
in my opiate smoke,  
illuminated, softly shielded,  
yet touched,  
by incandescent rays  
of purple light

my soul ---- falls!

grita!

alambres morados me enredan  
en mi serénico sueño  
de dulces delicias

los cielos y el infierno mueren  
en mi humo de opio,  
iluminado, tiernamente protegido,  
pero, ¡ay! tocados  
por los rayos incandescentes  
de una luz morada

mi alma ---- muere!

contra huelgistas y gente de Mexico, sin papeles para ocupar los trabajos. El boicot nacional de uvas fue llamado en 1967. En la huelga de 1968 hubo ataques violentos en boicots por agentes agricultores, mandatos de corte fueron dados y otra vez reclutamiento ilegal de nacionales Mexicanos fue usado.

Los esfuerzos de la UFWOC se concentra en conseguirles a estos trabajadores derecho de trato colectivo, algo que es una tradición bien establecido en todos los otros segmentos de la comunidad obrera americana. Escribo Chavez a principios de 1969, "ya que los obreros agrarios hayan conseguido algun control de su destino por medio de la union, podran exigir un retorno justo por su trabajo y pedir la legislación social que ahora se les niega."

En una declaración aprobada por el concilio universal de iglesias el 22 de Agosto de 1969, Chavez y su organización fueron llamados "un grupo poderoso con determinaciones entre los trabajadores para cambios en los Estados Unidos por medio sin violencia ninguna. A pesar de que por el momento este movimiento se enfoca en California y el Suroeste, la vida de todos los obreros agrarios en los Estados Unidos a mezclar el éxito o derrota de este movimiento. Además en la lucha social por medios pacíficos en los Estados Unidos esta estrechamente vinculado a los sacrificios de Cesar Chavez y todos los trabajadores con el."

Vol. II No. I Viernes 14 de Noviembre de 1969

1007 A Ave. G PO3-1256 or PO3-3729

- La Voz Printing and Publishing Co. Publishers
  - Nephtali De Leon Editor
  - James P. Swann Manager
  - Craig I. Campbell Advertising
  - A. T. Medina Circulation Manager
  - Olga De Leon Composition
  - Maria Teodora De Leon Translator
  - Timothy P. Howie Star Reporter
  - Winnie the Pooh Contributor
  - Eard Contributor
- La Voz is an independent and privately owned newspaper published weekly on Friday in Lubbock, Texas. La Voz is an information media for the Spanish speaking people of the Lubbock area

**LA VOZ DE LOS LLANOS**  
10¢  
1007 A Ave. G

PO3-1256 or PO3-3729 LUBBOCK, TEXAS

Entregada a su buzón cada semana

SOLOAMENTE

\$3.50 al año

Complete y entregue el cupón a

Nombre \_\_\_\_\_  
 Ciudad \_\_\_\_\_ Estado \_\_\_\_\_ Zip \_\_\_\_\_

Send us \$3.50 for your yearly subscription

"GET YOUR GOODIES AT"  
**WOODY'S LIQUOR STORE**  
 LIQUOR  
 CALL **PO 2-1012**

IMPORTED & DOMESTIC  
 COLD WINE & BEER  
 CRUSHED ICE  
 READY MIXED DRINKS

ROADWAY (DAVOLI) 1.44 PM 40  
 ACUFF EB. WOODYS  
 19th 3 1/4 MILES EAST OF CITY

OLD CANYON RD. F.M. 1729