

**FIDEICOMISO ARCHIVOS PLUTARCO ELÍAS CALLES Y FERNANDO
TORREBLANCA**

**ARCHIVO FERNANDO TORREBLANCA
FONDO PLUTARCO ELÍAS CALLES**

CONSTANCIA DE RETIRO DE DOCUMENTOS

HEMEROTECA (X)

MAPOTECA ()

PLANOTECA ()

MUSEO ()

**SOPORTE
BIBLIOGRÁFICO ()**

FONDO: 12

SECCIÓN/SERIE/SUBSERIE: 011000

GAVETA:

EXPEDIENTE: 174

LEGAJO: 1

INVENTARIO: 1374

NOMBRE DEL EXPEDIENTE: PRENSA: SANTA BARBARA, DAILY NEWS

NÚMERO DE FOJAS: 1

MEDIDAS: 58 cm x 44 cm

LUGAR: Santa Bárbara, Cal., E.U.A.

FECHA: Abril 13 de 1936

PLANERO: 2

CAJÓN: 2

FÓLDER: 47

DESCRIPCIÓN: Plana del periódico "Santa Barbara Daily News", (en inglés), de Santa Bárbara, Cal., E.U.A., del 13 de abril de 1936. Marcada con bicolor azul una nota editorial sin firma titulada "The exile of Calles" en que comenta el exilio del General Plutarco Elías Calles y hace una semblanza de su trayectoria revolucionaria y política. Afirma que Calles fue un soñador, que creyó lograr la prosperidad de México ayudando a los pobres a elevar su nivel de vida, fue un líder que aplicó inteligencia y disciplina tanto en lo que se refiere a los asuntos de autoridad militar como legislativa. Restauró el orden y la confianza, la gente cree en él; va a ser difícil para Cárdenas convencer al mundo y en particular a quienes conocen a Calles de que él es quien fomenta el desorden del país.

SANTA BARBARA DAILY NEWS
AND INDEPENDENTTHOMAS M. STORKE
Editor and General ManagerGeorge W. Lynn Managing Editor
Bert D. Lane Business ManagerEntered as second-class matter at the Santa Barbara
postoffice

SANTA BARBARA, CALIF., APRIL 13, 1936

REPRESENTATIVES

Fenger-Hall Co., Ltd., San Francisco, Los Angeles,
Seattle, Chicago, Boston and New York.

HOME OFFICE

News-Press Building, Plaza de la Guerra. Tele-
phone 6111.

MEMBER OF ASSOCIATED PRESS

The Associated Press is exclusively entitled to the
use for republication of all news dispatches credited
to it or not otherwise credited in this paper and also
to the local news published herein.

Keep the news clean and fair. Play no favorites;
never mix business and editorial policy. Do not
let the news columns reflect editorial comment.
Publish the news that is public property without
fear or favor of friend or foe. Accept no charity,
and ask no favors. Give "value received" for
every dollar you take in. Make the paper show
a profit if you can, but make a clean, fearless,
fair paper anyway.—T. M. STORKE, Editor.

THE EXILE OF CALLES

THE sudden and dramatic expulsion of General
Plutarco Calles from Mexico—who for more
than a decade was known to the world as the
"Iron Man" of that Republic—reads like a
chapter from Sinclair Lewis' new novel, "It
Can't Happen Here."

In that novel, which pictures an America
suddenly ruled by a demagogue who is a sort
of Huey Long and several lesser Huey Longs
rolled into one, all who oppose the mailed fist
of dictatorship are either exiled or, if not shot,
left to die in prison camps. And in the expul-
sion of Calles, President Lazaro Cardenas is
pictured by General Calles as a tyrant who is
seeking to set up a Stalin-like sort of rule in
Mexico, driving from its borders all those who
oppose his ruthless ambitions.

It is a strange situation, indeed. Hardly had
the last of the troops from France and the
World War returned to America, before Calles,
a quiet but determined school teacher in the
State of Sonora, led a successful revolt against
Carranza. It was, as uprisings go, the nearest
to a bloodless revolution in history. Swiftly,
Calles moved from one state to another, Mexico
rallying to his banner, hailing him as a new
hero, and as the man of the hour.

Calles was more than that. He was a dreamer
who believed that his native land could only
go forward by reaching down and helping the
poor. He was the original "New Dealer" of
this century. In a tiny adobe just across the
border from Douglas, Arizona, he wrote a pro-
clamation of principles, known as "The Plan of
Agua Prieta," in which he declared a New Deal
for his people. There were to be schools
throughout the land, and free education for all.
There were to be made available to the poor
and man of modest means, homesteading lands,
and the legislative machinery through which
he could obtain farms, mules and implements
with which to till his soil. And on and on,
through a vast program, he undertook to estab-
lish in Mexico the opportunities for self-secur-
ity and progress which, in the past, had been
denied his people.

He applied intelligence, an iron hand and
strict discipline in the military and legislative
authority of the country. He restored confi-
dence and order, and while often in the lime-
light, he preferred to work from the back-
ground. The people believed in him, and it is
not unlikely that now many of them continue
to worship him.

It will be difficult for Cardenas to convince
the world, and particularly those who know
Calles intimately, that the latter is to blame
for the state of anarchy which the general is
charged with fomenting. If that were true,
Calles would have been executed—not exiled.

It seems more reasonably near the truth that
Calles, in whom so many hundreds of thousands
believe and trust, was banished because he was
too powerful to destroy.

THE FARMER'S ENVIABLE POSITION

IN PAST generations, the average farm boy
was apt to feel that if he were to make his
place in the world, he must leave the country
for the city, and there seek his success. There
was, he often thought, "no opportunity on the
farm" and, nearing manhood, saw ahead of him
nothing but a life of dreary labor, an existence
that was out of touch with developing culture
and science as reflected in the population cen-
ters of the nation.

Of late, the picture has changed. More and
more, lads in their teens are preparing to take
courses in agricultural schools, and to round
out careers on the farm.

There are several reasons for this change of
attitude. Once there was admittedly less op-
portunity for culture and mental development
on the farm because, through lack of roads and
systems of communication, rural sections
throughout the land were isolated. It was, too
often, a discouraging place for the boys or girls
who dreamed of going far, living life at its best
and enjoying all that, naturally enough, seemed
good to possess. But all that has changed. The
farmer of today has nearly all of the advantages
of the city resident—and is free from many of
the disadvantages of city life. Broad, smooth
highways, put him within a few minutes of the
city, its theaters, churches, lodges and shopping
centers. From newspaper, radio and telephone
he is enabled to keep abreast of the times, in
touch with his friends and neighbors and to
give his children every important educational
advantage that may be obtained in town or
metropolis.

There is another and very important factor.
The city dweller lives in more or less constant
fear of his economic position. Depressions, de-
velopment of new machinery—many things af-
fect the stability of his job. On the other hand,
the farmer owns his land, and is assured at least
of the necessities of life no matter how bad the
times. He can grow his food, and he can do
without many things more comfortably than
can the city dweller. And from this feeling of

permanency, he can derive greater joy in the
ownership of material possessions. His world is
more stable.

It can be said, of course, that there are thou-
sands of farmers whose position is by no means
secure, and by the same token, there are coun-
less city dwellers who have little reason to
worry over their future. But in the by and
large, the farmer enjoys an increasingly en-
viable position in the economic world.

SLEEP—A BLESSING AND A PUZZLE

SLEEP, that blessed surcease from the cares of
the day which refreshes man and gives him
the strength to rise on the morrow and attack
the battle of life anew, has always been much
of a mystery, second in interest perhaps only
to the greatest mystery of all—death.

So great a mystery as this naturally offers a
major challenge to science, and scientists have
devoted much of their attention to the problem
of determining exactly what happens to the
body and mind while man slumbers. To do
this, it is evident that these scientific "detec-
tives" must take the indirect approach, because
the sleeper unless he be an exceptionally hardy
individual—ceases to be a sleeper if he is ques-
tioned. On the other hand, he is in no position
to answer questions if he remains asleep.

Pointing out that there is something of the
sardonic in the methods employed by three mem-
bers of the physiology department of the Uni-
versity of Chicago in their researches into the
mystery of slumber, a contemporary facetiously
remarks:

"These so-called investigators have devised all
sorts of noises, and each type of noise is pro-
duced in varying volume, from the gentle to the thun-
derous. Then each type of noise, in its various
volumes, is tested on a lot of different sleepers
in various stages of slumber.

"The experimenters began by watching the re-
sults personally. They hovered by the bedside
and noted the expressions of restlessness and
pain as the noises struck the ears of the poor
human guinea pigs. But this was primitive, and
presently the doctors devised a complicated set
of weights and pulleys, connected with charting
machinery, by means of which every turn in bed
and every toss of an arm was faithfully recorded.
By means of this, the doctors could sleep peace-
fully themselves, and then in the morning, by
studying the chart, enjoy every unwholesome ex-
perience by their patients during the night.

"And what is the scientific result of all this?
The doctors say they have proved that sleep is
light for the first ten or fifteen minutes, but then
deepens rapidly. The deepest sleep is in the first
hour or two, after which there is gradual light-
ening. Each time after moving in the bed the
sleeper is more wakeful. The more he moves the
lighter will be his sleep.

"Think what a deal of crucifixion there must
have been to learn this. And the experimenters
are not even repentant. They say they are going
right ahead. They say next they will study the
effect of eating prior to sleep. They will en-
courage patients to stuff with Welsh rarebit fol-
lowing the theater, and then they will stand by and note
the contortions of slumber."

But to consider the problem in a more serious
vein, there is much that can be accomplished in
the more scientific understanding of the process
of sleep. The misery of the insomnia, though
he is often made the butt of jokes, is nothing at
which to laugh.

Again, there has been much evidence assem-
bled to indicate that one may habitually sleep
too much, and slumber is recognized by
psychologists as frequently a manifestation of
an escape mechanism. The man or woman trou-
bled beyond what he considers the limit of en-
durance very commonly will dodge tackling an
immediate problem by pleading the need of
sleep, and will remain in bed just as much as
his work and his health will permit. This is
the extreme. In lesser measure, and less ob-
viously, all of us welcome sleep, not alone for
its benefits, but as an unrecognized excuse for
not facing the struggle of existence—which
must be faced tomorrow anyway!

The result of figuratively standing off from
one's self and viewing the situation imperson-
ally and analytically is often amazing. When
the individual realizes that he is not meeting
his problems face to face, and is using the ex-
cuse of needed rest to escape from making im-
mediate decisions, he will discover, probably,
that he needs much less sleep than he had be-
lieved. And as he forces himself into greater
activity, his mind will become keener, and his
character will gain strength, much as muscles
respond to exercise.

So, while many may wholeheartedly agree
with Lady MacBeth in her "Sleep, thou art
a blessed thing," there can be too much of even
a blessing, and the experiments of the scientists,
while they may seem a little bizarre, undoubt-
edly will be of help in determining whether,
when man is sleepy, he really needs rest, or is
merely ducking his job.

OTHERS' VIEWS

NO SENTIMENTAL REASON

(From the Oakland Tribune)

A favored story in western history is that of the
"driving of the golden spike," a ceremony which
linked the Union Pacific and Central Pacific north
of Great Salt Lake, made it possible for the iron
horse to come snorting across the continent and
brought development to what had been the Far West.
The Lucin cutoff, built by the rail genius Harri-
man has brought disuse to the old line between Lucin
and Kelson, Utah, and it was not surprising that
the Southern Pacific petitioned for the right to abandon
it. Denial by the Interstate Commerce Commission
of the petition is not to be ascribed to sentiment
which would preserve an historic line of rails.

In fact the purpose of preservation appears to be
a grim one, for a war department argument was
responsible for the order. The army holds that every
mile of transcontinental track is vital to American
safety. In other words, if in wartime with great de-
mands for movement of troops and supplies across
the country, someone blew up the Salt Lake cause-
way, this other line would be available. The mili-
tary point of view is that we need as many alterna-
tive routes as we can reasonably maintain.

FEDERAL INCOME TAX RETURNS

(From Alameda Times-Star)

Collections of income taxes for thirty days of March
amounted to \$410,263,017, as against \$324,467,465 for
the same period last year, an increase of \$85,795,552.
Collections for the July 1-March 30 period were \$1-
043,490,178, as against \$791,420,320 for those months of
the year before. This would indicate receipts for the
fiscal year of about \$1,500,000,000. The estimate in
the last presidential budget message was \$1,434,112-
000.

Miscellaneous taxes were showing a remarkable
gain, with \$285,810,968 for the first thirty days of
March, as against \$184,161,363 for the same period last
year, and \$1,530,405,440 for the July 1-March 31 period,
as compared with \$1,262,265,230 last year. This would
indicate a collection of around \$2,400,000,000 for the
year ending June 30.

THE EASTER BUNNIES



MOTORING TO SANITY

By GLENN FRANK

President, University of Wisconsin

The New Era economists should
be taken for a ride.

I do not, of course, mean that in
the gangster sense. I am confess-
edly playing with words. The New
Era economists—and even more the
New Era politicians—should take a
long ride in a modern automobile,
and, while riding, ponder the eco-
nomic policies that have dominated
the automobile industry even in
these stressful years of depression.

Here are some facts about the au-
tomobile industry.

It has never, even for a fleeting
moment, been seduced by the false
gospel of arbitrary production con-
trol.

It has never joined the faddists
who think that competition is an
obsolete and obstructive thing, but
has consistently submitted to the
most severe competition.

It has, under the lash of intelli-
gent competition, set for itself a
triple goal, viz:

Cars in larger number.
Cars of better quality.
Cars at lower price.

And here are some of the results
of its policy.

It has increased employment
more than any other producing and
distributing unit in our economic
life.

It has increased its payroll more
than any other industry.

It is the most prosperous of any
of our major industries.

It has made a greater contribu-
tion to industrial recovery than
any other industry.

The economics of an industry
that can do this in the most diffi-
cult period in our industrial his-
tory cannot be so obsolete as some
of the armchair enemies of horse-
sense policy would have us believe.

The New Era economists and the
New Era politicians, I repeat, should
be taken for a ride in a bright new
automobile and made to ponder the
economic policies followed by the
automobile industry.

The makers of our motors deserve
our gratitude for having kept the
faith respecting intelligent econo-
mic theory.—(Copyright, McClure
Newspaper Syndicate.)

YOUR CHILDREN

By OLIVE ROBERTS BARTON

Jimmie wanted to go to the cir-
cus. He had the money in his
pocket, buried securely under a
soiled handkerchief, a knife, six
marbles and some wood that he
had been carving. When the trains
unloaded and the elephants began
their ponderous march through the
streets, Jimmie choked down a
lump of joy. He was going inside
the tent that afternoon and watch
everything!

He didn't, though. Somebody
told his father about a new educa-
tional book for boys, and his father
told Jimmie about it at lunch.
"How much money have you,
son?" he asked.

"Fifty cents," Jimmie answered.
"Fifty cents? Good! Then I'll
add a quarter to it."

He had peanuts and pop-
corn and pink pop, too! Life was
pretty swell, Jimmie decided.

"Gee Dad—" he began.

"I'll add a quarter to your fifty,"
his father was saying, "and you go
down to the book store this after-
noon and buy yourself a present."

He went into an eulogy of the new
book.

"But the circus..." the little boy
asked wonderingly. His father
couldn't keep him from the circus!
He had mowed two lawns to get
that money. It was his! He had a
right to spend it for anything he
pleased.

"Nothing instructional about
that," the man answered. "You're
a mighty lucky boy to be given
the extra money for the book."

"Mighty lucky! When I was a boy
books were scarce. I'd have been
the happiest youngster in seven
states, if my father had—"

There was more, much more, but
Jimmie didn't listen. He bought
the book and tried to read it. Or-
dinarily he would have liked it.
Today with the sound of circus
bands echoing in the distance, the
hot buttery smell of popcorn drift-
ing down the street, the words
meant nothing.

Difference in Viewpoint

Had Jimmie's father been a wiser
man he would have understood the
small boy's disappointment at being
deprived of the circus was more
acute than disappointments of older
years would be. Jimmie hadn't
lived long enough to know that
other circuses open every summer;
that one calliope doesn't mark the
end of all excitement under a big
top. He had no background of ex-
periences against which to make
comparisons. He was a disappoint-
ed little boy.

When a child desires something
keenly, so long as the wish is not
harmful and it is in the power of
the family to grant it, parents will
do well to investigate. A family
that can not afford ponies and bi-
cycles is not required to make such
purchases, much as the parents may
desire. Nor will a child, if he un-
derstands, expect it. But a Jew's
harp, a circus ticket, a book on fa-
mous kings in history—they are
within the granting, as a rule. Lit-
tle boys and girls have dreams—
foolish some of them—but very
real. Wise parents will try to un-
derstand them.—(Copyright, 1936,
NEA Service, Inc.)

REMARKABLE
REMARKS

This will eradicate a memory I
thought never would be wiped
out.

—Lillian Mendel, winner of \$250-
000 heart balm suit.

And I will shew mercies unto you,
that He may have mercy upon
you, and cause you to return to
your own land.

—Jeremiah 42:12.

Ye judge after the flesh; I judge no
man.

—St. John 8:15.

LAST OF A 'PIONEER'

By BRUCE CATTON

ON APRIL 30 the navy department will open sealed bids for sale of
the obsolete cruiser Alton, with the proviso that no matter who buys
the ship it must be scrapped or sunk by the end of this year. The sale
will mark the passing of one of the historic vessels of our navy.

Not that the Alton ever fought a great engagement, or carried the
flag into any historic battle. Her importance lies in the fact that she
was the first vessel in what used to be called our "new navy"—the first
step on our progress toward naval greatness.

Under the name Chicago, this cruiser was launched in 1885. At
that time our navy was obsolete, skimpy, and undermanned. The build-
ing of the Chicago marked the beginning of modern construction; within
a few decades, we ranked as one of the two strongest naval powers in
existence.

The uneventful life of this rusting cruiser records a revolution in
America's attitude toward the use of sea power. When the Chicago
was laid down, we were content to be weak; now we insist on being
strong as the strongest.

UNSUNG, UNSEEN

They were gay, inspired youngsters, those Fascist youths who de-
parted from Italy for the Ethiopian conquest several months ago. They
were proud of their uniforms, and of their shiny guns; and proud that
they had been singled out to disseminate the culture of the "Roman
empire."

As they embarked, bands played, there were bombastic speeches, and
shouts of praise for "Il Duce"—it was a hero's send-off.

Now shift the scene to the present. Hospital ships are returning
from torrid Africa. Thousands of these Fascist youths line the decks.
There is scarcely one who does not bear visible evidence of wounds,
sickness, or great hardship. They are a disappointed, weary, diseased
and dejected lot.

Where are the bands now? The speakers, the glorious shouts of the
nation? Nowhere in evidence. A fighting nation cannot waste its time
on men whose usefulness has ended.

That is a spectacle no country can afford to forget.

CHALLENGE TO HOLLYWOOD

When Will Hays tells us that there is a distinction in motion pic-
tures between those with a "message" and those with "self-serving
propaganda," he is recognizing the social responsibility of the film in-
dustry to the public.

For the motion picture business reaches into the lives of 80,000,000
Americans; and it is therefore important that the producers take ex-
treme care in devising their programs.

"The distinction between motion pictures with a message and self-
serving propaganda, which misrepresents the purpose of the entertain-
ment screen, is one determinable only through the processes of com-
mon sense," as Mr. Hays sees it.

And the common sense of the film industry is sometimes lax in
dealing with vital subjects of the day, the film product surely will re-
flect it. The public may be trusted to protest eventually, but often it
is too late and the damage is irreparable.

JUST FOLKS by EDGAR A. GUEST

LAND OF FIVE YEARS OLD

Let no old crotchets spoil it.
This land of five years old,
Where all is bright with beauty
And wonders rare unfold,
Let only people tender
This gay world wander through,
Where fresh is all the splendor
And all the marvels new.

This land of laughing children
Is not for men too wise
To see white ships go sailing
Along the summer skies.
'Tis not for churls who shatter
A lovely pink balloon
Or end illusion's chatter
With cruel facts too soon.

(Copyright, 1936, Edgar A. Guest)

This land of joyous fancy
Where elves and fairies dwell
Should be denied to cynics
Who seek to break the spell.
I'd keep it uninvaded
From start to the end
By those who've grown too jaded
To play at "let's pretend."

There only they should enter
Who still can romp and play
And hide life's sordid knowledge
From trusting eyes away.
To all who've grown too clever,
To all who came to scold,
I'd like to bar forever
This land of five years old.

JORDANO BROS
STAPLE GROCERIES - FANCY MEATS
Corner Canon Perdido & Chapala Phone 5221

JOHNSON'S
PASTE WAX
The Finest Finish for
Floors, Furniture, Wood-
work, Etc.
2-lb. can
\$1.00

Palmolive
SOAP

4 bars..... 19c

Ben Hur Laundry Soap 10 bars 31c

JOHNSON'S
GLO-COAT
Famous Floor Finish by the
makers of JOHNSON'S WAX
NO RUBBING!
NO POLISHING!
1-lb. can
\$1.00

White Eagle
SOAP CHIPS

5-lb. pkg..... 34c

Super Suds..... pkg. 9c

NEW! CREAMY
WHITE
JOHNSON'S
FURNITURE POLISH
PINT..... 60c

Peet's
Granulated
SOAP

Large
Pkg..... 25c

The Perfect Pie Crust—Prepared, Just Add Water

Krusteaz..... 20 oz. pkg. 29c

TEA GARDEN
GRAPE JUICE
Pt..... 19c
Qt..... 35c

CHOP SUEY BRAND
Chinese Noodles
Reg. 10c pkg.
Special..... 7c

Prepared, Ready to Serve — 16 oz. can.

Derby Tamales..... 2 for 29c

Winesap Apples, fancy... 6 lbs. 25c

GREEN PEAS
Fancy..... 17c

GRAPEFRUIT
Arizonas..... 27c

MEAT DEPARTMENT

Statistics show that meat is the principal item of approximately
78% of all meals served.

Don't be disappointed—Serve Swift's PREMIUM Meats—Carried
Exclusively by Jordano's for you

SIRLOIN STEAKS
Fry or Broil..... 37c

PORK CHOPS
Eastern Pork..... 35c

POT ROASTS
Chuck..... 1b. 19c
Round Bone 1b. 22c

PRIME RIB ROAST
Rolled - No Waste..... 35c

BOILING BEEF
RIB..... 1b. 10c

LUNCHEON MEAT
Pork - Fresh Sliced..... 35c

SLICED BACON
ARMOUR'S STAR
CUDAHY'S PURITAN
1/2-lb. pkg..... 22c

MINCED HAM
& BOLOGNA
Highest Quality..... 20c