

Woman Cafe Owner Strangled In Home

ANY NEWS OR COLUMN
TURNED IN LATER THAN
WEDNESDAY NOON WILL BE
JUST IN TIME FOR THE
FOLLOWING EDITION
The Editors

The San Diego

"The Newspaper with a Future"

OBSERVER

VOLUME II, No. 49

PRICE, 10 cents

SATURDAY, DECEMBER 7, 1937

DID YOU HEAR SAY ?

by BEN RIVERA

Did You Hear Say that, according to stories told by several young "grass" widows to yours truly, it appears that the new generation of young husbands, are, to a good extent, doing an about face of what wives were so often doing in the past generation; and that is that the men are now leaving the women if they don't "toe-the-mark", instead of the women leaving the men as they used to. It seems to me that the complaining deserted wives are being informed by the District Attorney's deputies that they have such a long list of errant husbands that they just can't keep up. It used to be that the displeased wife would just chase the unpleasant husband out of the house, go next day to her attorney, file for separate maintenance, and if she did not get quick results and the pantry went bare, she knew she could get county welfare right pronto. It's getting a little tougher to get the welfare to step right into the husbands shoes for support. I've met and talked to some "separated" women with children who got themselves into real pitiful situations by having been too intolerant of hubby and depended too much on quick aid from the welfare, or "separate maintenance" from the spouse. I guess lots of "kicked-out husbands" feel, "why pay for a dead horse?" and so they skip out, change their names or just stick around and pay irregular, nominal support when they work. But they don't work too steady. The moral of this article is: Don't Jump From The Ship Of Matrimony Too Easy, Just Because The Ship Rocks A bit. Be Tolerant. No Welfare Institution



Ben Rivera

Or Prospective Employer Will Worry About Your Bills. ... heart and ... Christmas is about here. But because according to last medical association reports, the Asiatic Flu epidemic is waning off instead of increasing, as it had been expected for the winter months.

That popular smudgy joke about our forthcoming "sputnik" proposing to have a cut in it instead of a dog, and the reason for the feat, is getting out of hand. I heard an innocent and naive girl of seven years tell the joke; not knowing it was a bad joke.

Speaking of being naive. One prominent and old time resident of National City's Old Town, argued intensely with me that there was no prejudice at all against Americans of Mexican Decent. Not too long ago it was difficult to get real estate for a Mexican American in

(Cont. on page 8)

Bank of America Lowers Color Bar

On Monday, December 1st, the Bank of America, Logan Heights Branch, hired the first San Diego Negro to work in a capacity other than menial tasks when it hired Mrs. Eleanor Edwards, of 2635 Boston Avenue, to work in a capacity other than menial tasks when it hired Mrs. Eleanor Edwards, of 2635 Boston Avenue.

A former Nabal employee, Mrs. Edwards answered an ad asking for clerical help, and after a routine screening, was hired to work in the Logan Heights branch of the Bank of America.



Mrs. Eleanor Edwards

Death of Mrs. Annie Porter, 60, a Logan Heights cafe operator, this week was classified as a homicide by the coroners office. She was evidently strangled, Coroner A. E. Gallagher said.

Mrs. Porter was found dead early Monday in her home at 3015 Franklin Ave. A .25 caliber automatic pistol she carried in her bag, and her wallet were missing.

Lt. Mort Geer, head of the police homicide division, said Mrs. Porter became ill at her cafe at 140 N. 30th St. Sunday night and was taken home by a waitress, Mrs. Annie Laura Martin and Emmett Martin the latter's husband, about 11:50 p.m.

George King, of 3217 G St., looked in a window Monday morning when he came to take Mrs. Porter to her cafe and saw her slumped on a bed.

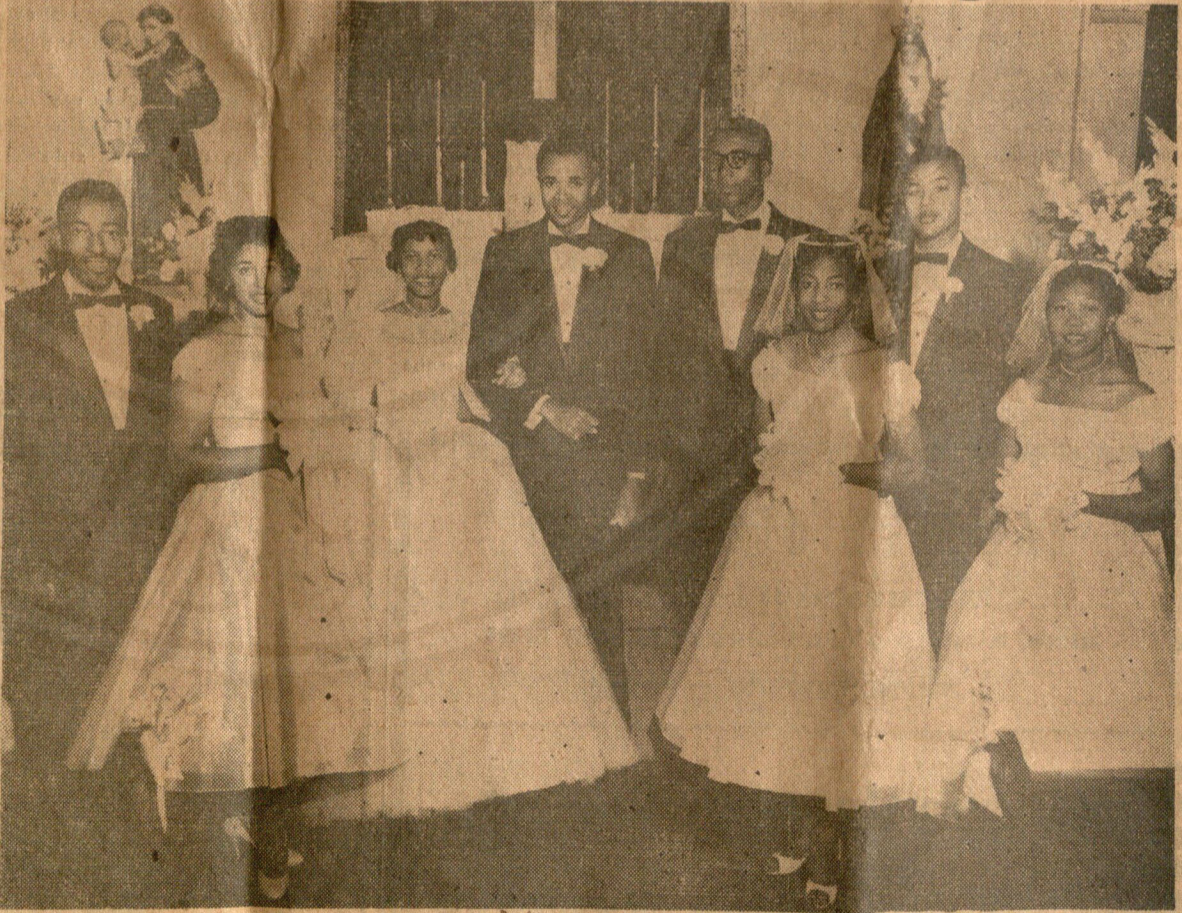
USD Posts Winning Year

San Diego - Closing out the 1937 grid season with a 27-0 win over Pepperdine College in Los Angeles allowed the University of San Diego Pioneers to post their first winning year. USD finished its first football season last year with a 2-3 record.

Coach Bob McCutcheons squad won six of the nine games in fine style, scoring 234 points, while allowing opponents only 134. Three shutouts were registered: 52-0 over Camp E. Dieton, 34-0 over Mexico

(Cont. on page 8)

Marriage Vows Exchanged



by J. A. Stevenson

Left to right: Ralph Fowler, Shirley Dizer (Maid of Honor), Clara & Eldridge Lee Sayles (newlyweds), Elzo Cooper (best man), Eldridge Cook, Theresa Jackson, & Joyce Clay (bride's sister).

The new Mrs. Eldridge Lee Sayles (daughter of Mrs. Beatrice Clay) was given in marriage by brother-in-law, Mr. Dave Cummings; Double-ring Ceremony at Christ The King Church. Groom's parents are Mr. and Mrs. Robert Miller. Soloist was Mrs. Thelma Cooper.

Clara's dress, delicate nylon and acetate lace over taffeta, formed into a semi-torso, and overlaid scallops of lace shaped bateau neckline. Bridesmaids wore ballet-length pastelle colored torsos with flowing backswept panels, dipping from a low neckline; both mothers (bride/groom) wore dresses of blue lace.

Immediately following Wedding, group assembled in lovely home of gracious hostess, Mrs. Velma Cummings (bride's sister) for Reception; beautiful cake, and gifts galore! - Rogers Sterling Set (a treasure for the bride & groom to have and hold together); a 22 inch (huge) screen TV, etc. Sipping champagne & commenting on beautiful wedding were: Mr. and Mrs. James (Trenie) Brown, Mr. & Mrs. Sidney (Thelma) Cooper, Mr. & Mrs. Leroy (Louise-Jackson, Mrs. Helen Brandy (bride's sister), Velta Ditimus, Weda Pickins, Charles Ray, Mmes. Betty Hunn Marie Murray, Sammie Lee Voties, Ann Swinson, and many more Well-Wishers! To Clara & Eldridge Sayles, we say, "Congratulations as you start on the marriage highway; may its every mile be smooth."

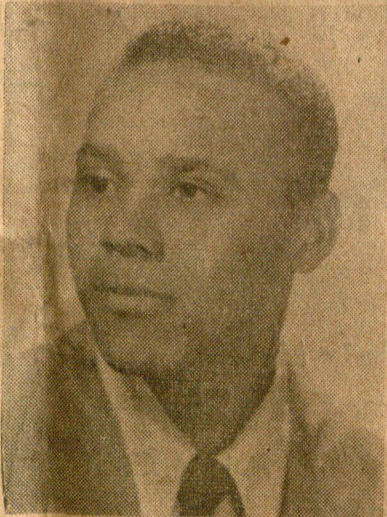
(Photo by Strickland)

Gilliam Passes Bar Exams

Mr. Earl Gilliam, Jr., of 825 So. Pynchon, passed the state bar examination on December 4, 1937.

Mr. Gilliam, a graduate of State College, Hastings Law School, and is an associate in the District Attorney's office, is now a full fledged lawyer.

Mr. Gilliam is married and the father of a baby son. He is the son of Mr. and Mrs. Earl Gilliam, Sr., owners of the Louisiana Fish Market.



Atty. Earl Gilliam, Jr.

—O—
NEWS IS FREE
JUST PHONE IT IN
—O—

Pro & Con

by Carol S. Sperry

BOOKS

Lord when all alone in darkness
He
Sleepless unto Thee I cry;
When my brain works overmuch
Stay the wheels with Thy sift
touch
Just a quiet thought of Thee
And of Thy sweet charity.-
Just a little prayer and then
I will turn to sleep again.

Oxenham

There are many interesting and informative books, some saddening, some heartening.

Negro and white writers all adding to knowledge and understanding of the serious problems now in the process of being solved in God's way.

The late Walter White, Carl Rowan, Langston Hughes, Lillian Smith and a myriad of others too numerous to mention, but yet others who send your brain awirl, sleep almost impossible and the above poem imperative.

In the latter class of books with little hope in "The Invisible Man" by Ralph Ellison.

Undeniably powerfully written, yet falling if its intent because this writer is not looking for the star of hope out of the prison of his darker colored skin, but at the mud of his warped youth.

How different the books on Dr. George Washington Carver, Booker T. Washington, Dr. Ralph Bunche and other great Negroes who sublimated their sufferings for the good of a whole race, elevating themselves in the doing until their names flew out with those of other great people the world over.

Ralph Ellison may have lectured at New York University and Bennington, majored in music at Tuskegee and even as the blurb on the book cover states MAY have written a monumental work - an epic of American life, but he draws no parallel, nor does he seem to have the saving grace of a deep faith in God.

Pranted this is a powerful book, but to me, not a completely unbiased one - for instance the Harlem race riots were NOT all American Negro, for TLL colored races participated, and, I feel, many of them the tools of unscrupulous enemies of our country.

Certainly Ernst Cassirer says



Carol S. Sperry

truly "If I put out the light of my own personal experience I cannot see or judge the experience of others," but on the other hand Lillian Smith in her book "The Journey" says "Someone who loved knowledge even though possessing little of it who esteems himself - feels linked with human destiny . . . those who slash at their ties, others who blend and bind to their human world - GOD'S world".

Ellison's book to me seems warped and especially biased, and slants to a not entirely true picture.

Nor do I agree that because a skin is black, a man is invisible. EVERY SOUL has its own definite aura which can be felt like a solid wall warns a sightless person unless blinded by fear and resentment.

Anyone can wallow in the slough of despond, it takes a big soul to climb out, and with eyes on the STAR OF HOPE, interpret the greatness of a race of people so ALL men can know AND UNDERSTAND their travail, and who, as children of God, will IN OUR TIME be free in thought AND DEED, as our founding fathers intended for ALL MEN (and women)

Ellison, to me, does not seem to have this deep conviction of God's plan for all people although his depicting the awfulness of depraved drunken white men lawyers, judges, TEACHERS!!!, bankers, (who certainly should know better) using colored boys for their own obscene amusement, this author using Stein-

POINTS OF VIEW

by Percy H. Steele, Jr.

PART I - An address delivered at the Thirty-Fourth Annual Meeting of the St. Paul Urban League, November 1, 1957 by Elmer A. Carter, Commissioner, New York State Commission Against Discrimination, New York, N. Y.

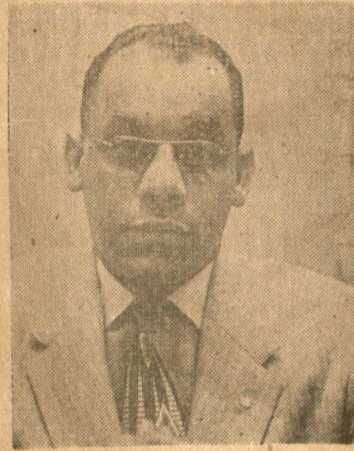
RESOLVING THE RACIAL CRISIS - A CHALLENGE TO INTER-RACIAL TEAMWORK

"It seems superfluous for me to say that I consider this opportunity to participate in the 34th Annual Meeting of the St. Paul Urban League a valued privilege. The same sense of homecoming after many years gripped me from the moment I boarded the plane. I experienced a certain nostalgia as half-remembered incidents and experiences began to take definitive shape in my mind. My memory of the five years I spent in this lovely city is a pleasant one. For here I made fine and enduring friendships; and here I became vividly aware of the nature of the problem of race in an urban community in the north and the fears and anxieties which lifted it out of the realm of ordinary and economic problems with which all cities had to come to grips: poverty and family disorganization, child neglect, delinquency, health and education designed not only to impart basic information and knowledge of the world in which lived but to inspire curiosity and ambition and a sense of civic and social responsibility. These problems I knew had no racial derivation and no purely racial solution. They could not be isolated nor identified on the basis of color, or race, or nationality.

No special or unique techniques were required to treat the social maladjustments of the Negro community. If there appeared to be, the

beck's nomenclature in nauseating detail, fails in my opinion to show the greatness and undeniable progress of his race.

After all Longfellow does say "Lives of great men all remind us we can make OUR lives sublime and departing leave behind us 'Footprints on the sands of time.'" "The Invisible Man" fails to prove an abiding faith in God and thus his fears are too heavy and his experiences unbearable and his book unhappy reading.



Percy H. Steele, Jr.

reason lay in the limited availability of proven techniques and resources for that community. Because it was to be a great extent a segregated community, although less so than some citizens suspected, the channels of communication were clogged very often by erroneous assumptions and the incredible development of racial attitudes which paralleled those current in the deep south but for which there was neither justification by experience nor tradition in this the gateway to the Northwest.

"In 1923 when the Urban League came into existence, the Negro population, despite the severe economic handicaps, constituted a highly creditable segment of the population. Here I found successful businessmen (their numbers were small), and proficient and able physicians and dentists and successful lawyers. Among the negro population the incidence of home ownership was high. The homes were well kept. As for crime and juvenile delinquency - they were not absent, but I vividly recall that time after time the police chief of the city reiterated to me that the Negro population presented no great or serious police problem: that it was, for the most part, a decent, law-abiding community. Religious life paralleled that of the larger community. The services of the Negro churches representing the major sects suffered no whit in form, in dignity, in intelligence in comparison with the other religious services of the city. "What differentiated the Negro community from other communities was the comparative lag in economic progress. Participation in the industrial and

commercial life of the city was limited on the basis of race and color. For the Negro youth opportunity in commercial enterprise did not exist in advertising, in banking, in transportation and, except to a limited degree, in communications. As a result, social problems were more acute and proportionately greater than in the city as a whole. This was the inevitable consequence of economic repression. The decision to invite the Urban League was prompted over this situation.

"Older residents of the city of both races had become aware of more frequent expressions of racial discrimination in places of public accommodation, of steadily narrowing areas of employment, of heightening neighborhood resistance to the entrance of a Negro family. There was in the business community as well as among leaders of social agencies anxiety lest St. Paul be inundated, lest Negro migration either, directly from the South or spilling over from Chicago, Cleveland and Milwaukee bring with it the accompanying intensification of all the highly explosive problems of racial adjustment which taxed the financial and social resources of these cities.

"I recall, after my initial inquiry into the volume and rate of Negro migration into St. Paul, with what expressions of relief the report that it was very slight was greeted at a board meeting of the newly formed League at the St. Paul Association. I also remember that I was told very clearly and succinctly that there would be no incentive for Negro migration to St. Paul; that every opportunity would be afforded Negro citizens and their children; that Southern migration would be controlled; that there would be no inducement in the form of industrial opportunity.

"During the years there followed the efforts to lift the barriers. How inevitable it appears now: the visits, the conferences, petitions to secure opportunity for negro men men in the Ford plant, the long but futile efforts to open the doors of the Sears Roebuck plant to Negro girls, the firm refusal to consider Negro girls for employment as telephone operators. I could go on. I dare to bore you with this recital because it affords you an opportunity, mentally, to measure progress in human relations in a span of thirty-four years and because the future holds no hope for us and perhaps for our country unless we can meet the challenge of racial prejudice today more effectively than we met it yesterday.

"No altruism, I fear, but the insistent demands of national defense compelled some relaxation of the original policy which would prevent the migration of Negroes seeking a better way of life. It is a curious social phenomenon that those who shuddered at the results of Negro migration were, themselves, either migrants or the descendants of migrants who came to the new world seeking greater opportunity. And if they had not found it, it is extremely doubtful whether they could have made the contribution which they finally did make to the greatness of America. . . Irish and Norwegianian, Swede and Dane, Italian, and Slav, and Jew."

(Continued next week)

FACTORY CLOSE-OUT
 PLASTIC RAINCOATS — 1/2 PRICE
 MEN'S, WOMEN'S & CHILDREN'S ODDS AND ENDS
 PLASTIC CURTAINS — 99c pair

NU-STYLE PLASTIC CO.
 2483 IMPERIAL AVENUE

SEASON'S GREETINGS

SANTA CLAUS

Major's Bar-B-Q
 Lee and Beverly Major
 Specializing in Home-Cooked Meals
 130 S. 30th St. San Diego, Calif.
 BE 2-9304
 OPEN 24 HOURS FRIDAY and SATURDAY

For Christmas Giving-
 LADIES LINGERIE
 MENS SPORTSWEAR

CREDIT TERMS

Gelman & Brooks
 3008 IMPERIAL

Subscribe Now
 READ SAN DIEGO'S FINEST MINORITY NEWSPAPER
 THE SAN DIEGO OBSERVER

Six Months () \$2.00
 One Year () \$3.50
 Two Years () \$6.00

NAME.....
 ADDRESS.....
 Send your subscription to 124 N. 30th Street, San Deigo 2, Calif.

Tip-Top Chatter

by ISABEL S. VORCE



Nov. 23/57, the Kappa Alpha Psi Fraternity held their annual "Sweethearts Ball". Chosen to be queen of hearts on State's campus, was Miss Yvonne Hill. Miss Hill lives at 428 Sampson St., is a sophomore and is majoring in English. The affair was held in the San Diego Hotel. The contest was pretty close but I am sure that all the contestants were satisfied at the results. When crowned "Miss Kappa", Yvonne was kissed on both cheeks, serenaded, and was presented the fraternity flag. Miss Hill's attire was based on two colors. First a rose-red taffeta ballerina length dress, with a boat neck line and secondly, black accessories, consisting of an evening bag, gloves, and shoes. She looked very nice. The band was great, and why not? Only the best is played by Teddy Picou and his Combo. Seen enjoying themselves were: Misses Lou Jean Allen, Versalene Sales, Claudette Johnson and Donna Stamps, Mssrs. James Battles, Charlie Owens, Clyde

Thomas and Thomas Woods. Mr. and Mrs. Wilbur Shade, Anthony Pinkins, William Eldridge, and Hall Brown. Everyone and everything was choice. It was an evening well planned. Congratulations, Kappa Alpha Psi Fraternity. Your program was most enjoyable; and I hear profitable, also.

Mrs. Dorothy Woods, who lives on Franklin Ave., had a "Stanley Party" Nov. 25/57, at her home. A STANLEY PARTY, is a party where products of the Stanley Corporation are displayed and advertised. Well known products of the corporation are: a Stanley spunch-mop; or if you are particular, a bottle of Stanley hand-cream may suit you. Those attending the party were Misses June Bradley, Jeanne Shorty and others. Good luck to our new STANLEY product saleswoman.

Congratulations to Alden Kimbrough and Willie West, both of San Diego. They were you know, two ace football players who graduated in June '57, from San Diego

(Cont. on page 7)

HELP BUILD
JUVENILE
DECENCY



BOYS' CLUBS OF AMERICA

The San Diego OBSERVER

Page 3

SATURDAY, DECEMBER 7, 1957

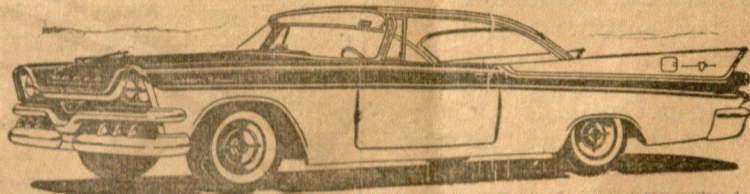
Cost clearance Sale

1957 DODGES

CORONET V-8 4 DOOR SEDAN

as low as

\$2598



Includes Automatic Transmission

HOWARD TAYLOR DODGE

OPEN SUNDAYS & EVENINGS

COLUMBIA AT "B"

JOIN! - SUPPORT! - Any or all three!
NAACP - Race Relations - Urban League

JOIN AND SUPPORT THESE ORGANIZATIONS!!
PHONE BE 3-8154 FOR INFORMATION

Tortilleria Maya

2078 Logan Ave.

2487 Imperial Ave.

Domestic and Imported Mexican Products

Corn and Flour Tortillas Fresh Daily

Delicious Mexican Food to go

We give S & H Green Stamps

PLASTIC FURNITURE COVERS

Shaped to fit all sizes

HEAVY DUTY AND CRYSTAL CLEAR PLASTIC

"LET YOUR FURNITURE BE SEEN - WHILE KEEPING IT CLEAN" CALL

Nu-Style Plastic Co.

2483 Imperial

BE 4-3342

725 - 12th

CHRISTMAS SHOPPING CENTER

LAY AWAY PLAN

Stop, Shop, and Save for the entire Family

MEN'S, BOYS, CHILDREN'S AND INFANT'S WEAR, TOYS

COMPLETE NEW STYLES

LADIES SHOES, DRESSES, BLOUSES, SWEATERS & ETC.

HEADQUARTERS FOR CATHOLIC SCHOOL UNIFORMS

Logan Dept. Store

2185 Logan

BE 2-5344

Low Rent Area Patronize Your Neighborhood Store

SEWING MACHINES

Desk Electric \$179.50

NEW - Reg. \$249.50

Console Electric \$149.50

NEW - Reg. \$189.50

Portable Electric \$109.50

Reg. \$139.50

BARGAINS IN USED MACHINES

REPAIRING AND PARTS FOR ALL MACHINES

OPEN EVENINGS & SUNDAY

EASY PARKING

WATSONS

BE-9-5479



news

news

news

by Jeanette Stevenson

Looking forward to seeing you at the Pig N' Whistle Sunday afternoon (4 p.m.) for 12 - Charms 3rd Annual Xmas Benefit Dance. Majority of local entertainers are contributing time & talent; among those expected: Adam Cato, Hollis Hassell, Camille Howard, Dick Ryan, plus a host of others. ALL proceeds go to San Diego Children's Home Dental Fund; Dr. William H. White, Club Dentist. Jewett Walker will MC the show. Miss Pansy Harper, a licensed real estate broker, is back in the City to live with her mother. Miss Harper, a former resident of San Diego, expects to engage in the business and will open office in San Diego very soon; member of California Association of Real Estate Brokers, NAREB, and the Consolidated Realty Board of L.A. 'Twas an imaginary evening in gay old Patee, with luxuriously dressed mademoiselles brightening side-walk cafe (that's how the scenery looked from dance-floor) at Les Jolies Femmes Thanks giving Eve Cocktail Party; U.S. Grant Hotel. All tables were decorated with "girl and boy" figurines; the lad's REAL beret of black velvet was identical to Master of Ceremony's, Monsieur Charles Rucker who also wore bright red cloak. Mode of introduction was unique; Monsieur Rucker "The Artist" sketched while acquainting on-lookers Parisians with Les Jolies Femmes who stepped into spotlight carrying miniature umbrellas designed to match "17 dazzling dresses worn by 17 dazzling ladies". Frenchspeak-M.C. granted husbands the privilege to promenade ladies to th rhythm of "April in Paris" (was't it?) played by Kirt Bradford's versatile combo; Messieurs Johnny (Bass) Goodman, Martin (Drums) Mundy, Walter (Trumpet) Williams, Rick (Piano) Williams, Kirt Bradford featured on sax and vibes, and not until this night was Was Walt Williams singing abilities revealed (nice to'o) Here are notes on Les Jolies Femmes: royalty personified: Danella Brown's mink collar topped the most beautiful black (halter) sheath ever sen! Bernice Fortier also wore black; demurely high neckline dropped to few inches from waistline in back. Lolos Jone's sleeveless gold creation looked so, o.o.o. rich; skirt with glorious sun-

burst of pleats. Helen Tyree's black scalloped neckline framed her adorable face "just - right" for photographing. Golden-glow dress worn by Jullene Rainwater was real chic; top cut straight across with shoestring straps (latest recommendation from Paris couturiers). Dorothy Bradley's black sheath, perfectly made for glamor; arms completely bare except strap over left shoulder punctuated with glittering Eisenberg pin Aqua beads inlaid round neckline of Helene Hashins black ensemble matched perfectly, the lining of bolero. Cecile Demry used 2 icy-rhinestones to light-up squared-off neckline of black frock. Nell Coons broke the color-sceme with print "Scene - of - France" (methinks). Neckline of statuesque Ruby Hubert's white sheath dropped to a "lo - and - behold" back; forbefore-5 wear, an over-biouse that has the excellent likeness of a middy. Smart "red velvet ensemble with pearls" is most accurate description of sophisticated June Lewis. Marcelene Porter was "one-of-the-brightest-lights-after-dark" in white luminous brocade sheath that is figure praising from cocktails thru dinner & dancing. Gorgulous auburn-haired June Herrera was fitted into brown satin slim-dress designed to make one the "center of attraction"! Two-piece crowd-pleaser was beige metallic suit worn by Mildred Gardener. Delores Turner's draped low-cut pattern made fascinating silhouette 'neath chiffon forming high-neck. Sensationally styled to cling-to & flatter every curve (then burst into dancing flare below) was the beauty worn by Roxie Daniels. Cecilia Shannon's party-dress was black chiffon to waist, shadowing bare-top; special emphasis on bouffant sleeves. Lotsa' black, but the truth is, there are as many shades of black as, maybe, red, blue, or green (check & compare sometimes), and isn't it ALWAYS beautifully worn? How about 1/3 of guest list: Lt. Gary Byrd, Messrs. Kenneth Cheney (Delores Turner's cousin from Philly); Bill Redman, Mr. & Mrs. Lavert (Daisy) Payne (Danella Brown's sister from Santa Monica); MC's charming wife, Julia Rucker, Juanita Cato, The William (Jean) Carrolls, Mr. Willie Gibson & Miss Harris (Helen); Mr. & Mrs.



Before



After

The Amazing Hair-Weev Process

A NEW DISCOVERY

It Adds Lasting BEAUTY AND GLAMOUR. A patented Process of Weaving Human Hair to the growing hair on your head, to give THICKNESS to persons with thin hair, and LENGTH to persons with short hair. The hair is MATCHED PERFECTLY in color and texture. The HAIR-WEEV ABSOLUTELY DEFIES DETECTION. It can be COMBED, BRUSHED, SHAMPOOED, and STYLED just as you do your own hair. And it will not come off.

For information and appointments call:

LILLIE ANDERS' BEAUTY SHOP

2907 Imperial Ave.

(Licensed HAIR-WEEV Technician)

Phone BE 2-9775

Res.: BE 4-5417

Ragsdale (Bael & Hartwell); Rose & Jerry Gardener, Josephine Wilson, Mr. & Mrs. James Price, Mr. & Mrs. J. E. Hemphill, Jean Clark & Priscilla Murray (Onyx Club members); Mr. & Mrs. Alvin (Ethel) Denny, Ferdinand Hilton and his amiable spouse, Mary; Mr. & Mrs. Ira Henderson, Mr. & Mrs. Homer James, Al Neal, Jeanine Frazier & Stanley McArthur, Mr. & Mrs. John (Muriel) Cassell, Betty Lewis, Bill & Pat Wood, Mr. & Mrs. Ceaser Huff. Voices blended in "I'll See You In My Dreams", and away went ALL to after-parties! Your reporter made-it to Mr. & Mrs. Alvin

(Cont. on page 8)

How to plant a "Money Bush"!



Money can grow, you know!

In fact, it can grow to surprisingly large amounts as anyone who has saved regularly with U. S. Savings Bonds can tell you.

There are millions of people to ask. Over 40,000,000 working Americans own U. S. Savings Bonds—more than 41 billion dollars worth. Most of them have done it by saving small amounts regularly through the Payroll Savings Plan. It's the easiest, surest way to save—a good way for you.

And here's another thing to remember. Savings Bonds are one of the world's soundest savings plans. The U. S. Government, most powerful in the world, guarantees your principal in Bonds safe up to any amount—guarantees sure the rate of interest you receive.

So why not start growing your own money today—the Savings Bond way? Join the Payroll Savings Plan where you work or buy Bonds regularly where you bank. You'll help strengthen your own family's security plus the security of your town and your country.



U. S. SAVINGS BONDS STRENGTHEN THE SECURITY OF YOUR FAMILY, YOUR COMMUNITY, YOUR COUNTRY.

TOYS-GIFTS

Xmas Decorations

SHELVES LOADED WITH SAVINGS!

Best Selection Now

Borton Variety

2106 LOGAN AVENUE

CLOSE TO HOME

by Muriel E. Cassell

Folks, Dorothe Smoot wrote from New York that she was having a very gay time and was even lucky enough to see Lena Horne and Ricardo Montalban in their new play on Broadway.

Esther Lillian Rouse sang the lead in the Y teen installation of officers at Lincoln High School last Tuesday the 26th.

Heard the wedding of the new Mr. and Mrs. Joseph Brister was lovely. The affair was held in the home of Mr. Preston Coleman. We hope the newly married couple will find great joy in their union.

ATTENTION

Are you a thinking citizen? If so, have you thought of the hardships of the N.A.A.C.P. is having in most of the south? Please help our organization help those bewildered people who are faced with so many obstacles in the path of equality. Buy N.A.A.C.P. Christmas Seals and help lighten the heavy burden our organization has.


Two Shades Of Rhythm.
The fine new dance team of Fernan Whiteside and Barbara Folk



Muriel E. Cassell

are really on the ball. Have heard nothing but raves about this musical comedy dance duo. They have a real professional touch as will the guests of Paris Inn attest. They appeared Thanksgiving Eve. The team will soon dance on the TV program, Rocket To Stardom. . . .

CLEMENTINE McDUFF
Lodge No. 593



Meets Each First and Third Monday Nights of Each Month at the **ELKS REST**, Hensley at Commercial Streets

RENT TV
APPLY ON PURCHASE
BE 3-5934

Wm. J. Schell

LICENSED
REAL ESTATE
BROKER

3251 OCEAN VIEW BLVD.
BE-3-6619 · BE-3-0229

This IS Good

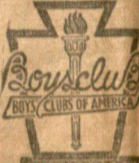
NICE CLEAN 2 BR HOME
Tile in Kitchen & Bath
Venetian Blinds
Patio — Atlas Fence
Well-Kept Lawn
TV Antenna

Only \$1,500 dn.

ASKING PRICE, \$11,200.00
Near 35th & Ocean View

Income \$250.00 mo.

4 Units — near transportation
and School — Utilities Paid
by tenants



HELP BUILD JUVENILE DECENCY
BOYS' CLUBS OF AMERICA

PATRONIZE OUR
ADVERTISERS

Let Them know that you appreciate their interest in
YOUR NEWSPAPER
Tell them that you saw it in
THE OBSERVER

BOYS WILL BE BOYS



"What shall we do, fellers — draw pictures of it or sell it for a nickel?"

TOYS

Many at Reduced Prices this Week

— COLORED DOLLS —

CHRISTMAS

GIFTS — CARDS — WRAPPINGS
TREE SETS — ORNAMENTS

Use our easy LAY AWAY
Pay a Little Each Week

JONES VARIETY — 3028 Imperial

"We sell to a select group only — PEOPLE"

FEDERAL FURNITURE LIQUIDATORS

SAVE UP TO 70% NEW ARRIVAL FURNITURE 763-12th QUALITY HOME FURNISHINGS

TELEVISION WE SELL TO SELECT GROUP ONLY PEOPLE YOUR CREDIT POL. SE HABLA ESPAOL NATIONALLY KNOWN APPLIANCES

Where The Elite Meet ---

Jackie Moore's Tavern & Bar-B-Que

2740-42 Imperial

San Diego

MENU

Real Pit Barbeque - Hot Links

Barbequed Chicken and Beef

Southern Fried Chicken

Bottle and Draft Beer

Beer served from 10 a.m. to 2 a.m.

Bar-B-Q served from 6 p.m. to 4 a.m.

THE DOLLAR BILL

Is

Your Civil Rights Bill

Spend it Where You

May Work

YES!

ONE BIG DRIVE . . . ONE BIG GIFT

UNITED FUND
OF SAN DIEGO COUNTY

TIP-TOP CHATTER

(Cont. from page 3)

High School. They are now attending Oregon State College. The college, which was fortunate enough to be selected to play in the Rose Bowl, in Pasadena, on Jan. 1/57. Oregon State College is located in Eugene, Oregon. Again may I say congratulations boys, and good luck to the college.

Ezell Singleton - Ace S.D.H.S. Presented an award at the football banquet Dec. 2/57, this young man is the most. Listed in a style associated with baseball, football and track, Ezell Singleton is an all-around man. He can throw strikes iwth a football as well as a baseball. Singleton's position in baseball is shortstop and pitcher. In football, his position is quarterback. Ezell Singleton is a junior, and will be an asset to San Diego High School next year.

Therefore, I think it is safe to say that San Diego High School has another star performer within its walls.

Mr. Neal Abbott of 4187 Eta Street is going home for Christmas. He attends the University of San Diego and works at the Naval Electronics Lab. Neal is from Indianapolis Indiana. On his way home, he plans to visit his brother in Texas. Then will journey on to Missouri, to visit some other freinds. He will be leaving this evening, and

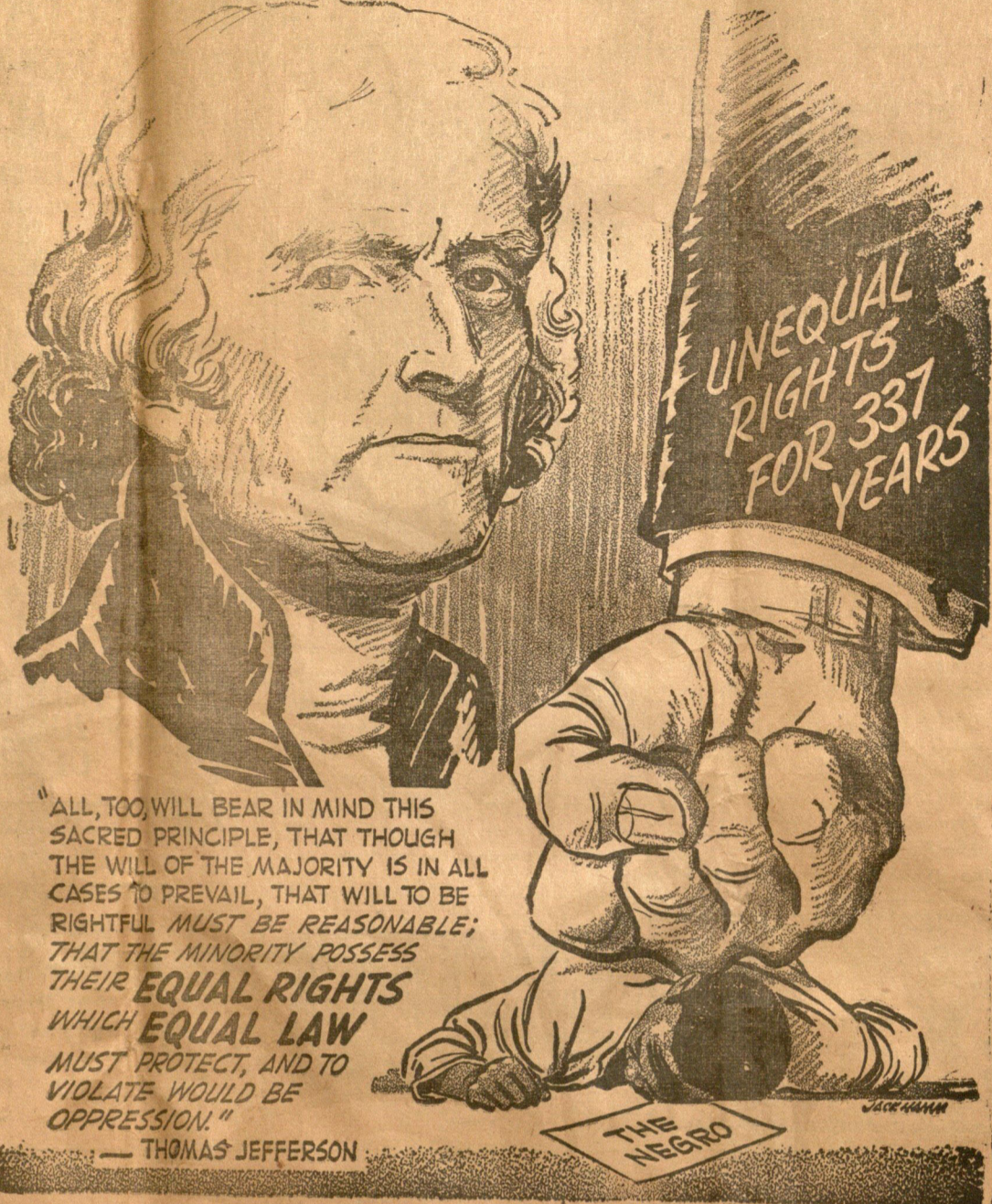
arrive in his hometown sometime Monday. Hope you have a nice and safe trip home, Neal. May God's blessing and sped be with you, until your return. Good luck.

November 24, 25, and 26th, the Presbyterian Youth Group that is known nationally, had some pictures taken of a few students enjoying themselves, by a moving - picture corporation. Whether the corporation was from Hollywood or not I really don't know. But, we did have our pictures taken. Sunday afternoon, A-1c Edwin Owens, James Long, Malene E. Long, and yours truly, were in a classroom scene. Monday evening, Charles Owens, John Hayward, Revian LittleJohn, Versielene Sales and yours truly again, were in a patio-barbecue scene. Other students were in fraternity and sorority scenes on Tuesday morning. Geepers, we really had fun and boy was that barbecue good. The pictures will be developed and shown sometime next fall.

Kappa Alpha Psi Fraternity is planning on helping the family, who was burned out of their home at 16th and Logan Avenue. The movement is a good neighbor policy that the fraternity believes all should participate in whenever possible. Good luck, K. A. P.

See you later. Go to church this week-end. Face life with a smile. It will make eberything worthwhile. Gee - bye!

DEMOCRACY LONG OVERDUE



ARROW FOOD STORE

2519 Imperial - YOUR 1-STOP SHOPPING CENTER

OPEN MON. thru THUR. 8:30 to 7 p m - Fri. & Sat. 8 to 7:30 p m - SUNDAY 8 to 4 p m

FREE DELIVERY FOR YOUR CONVENIENCE

WEEKLY SPECIALS FROM Sun. TO Mon.

Combination Sale

{ 2 cans Tuna
3 lb. bg. Rice } **85c**

Fresh Green

Cabbage

5c 1b

Red Yams

3 lbs 25c

MEAT DEPT.

Aged for Tenderness

BEEF

Sirloin- **79c 1b**

Round - **79c 1b**

Rib- **75c 1b**

STEAKS

Ranch Fresh

Sm. AA Cartons

Eggs - 49^c doz

OBITUARIES... TATE'S

Thomas Hollins, husband of Katie Mae Hollins, passed away suddenly on Dec. 1, 1957. He was the father of Ethel Jackson Bosen of San Francisco. Mr. Hollins, better known as 'Tom' was a pioneer businessman in the Logan Heights area operating a cafe and service station at 39th and Webster, the original Fleet Cafe and Car Wash downtown at First and 'G', and the present Fleet Cafe at 28th and Ocean View Blvd. Funeral services for Mr. Hollins were held on Friday Dec. 6, 1957 at Trinity Baptist Church with Dr. C. Hampton and Rev. G. Washington officiating. Interment was held in Mt Hope Cemetery.

Services pending:
Annie Porter of 3015 Franklin Ave. passed away on Dec. 2, 1957. She was the sister of Mrs. Marcell King and the wife of Rev. Hezekiah Porter of Arkansas. Mrs. Porter was the proprietor of the Ocean View Cafe for a number of years. The infant daughter of Mr. and Mrs. John H. Cole 3484 Martin St., passed away at U. S. Naval Hospital.

Joseph M. Stansell of 3558 Menlo, passed away on Dec. 4, 1957. He was the husband of Mrs. Mary Lee Stansell and the son of Mrs. Lavina A. Jones. Mrs. Stansell was born in San Bernadino, California and resided in the Bay Area until he came to San Diego to live with his mother in 1935. He was a graduate of San Diego High School where he was an athlete of note, and was a custom shoemaker by trade.

Color-Tone Personalized
COLORED
Christmas Cards

Please come in and see our complete line of cards
25 Cards and Envelopes
as low as \$1.50

We also feature America's most beautiful line of cards, "WHITE CHRISTMAS" originals

Check our low, low prices for imprinting your name on your cards, bought elsewhere

Cassell Printing Co.
124 N. 30th St. BE 3-8154

BUSINESS FOR SALE
Bringing Good Return
Has 2 employes now - Ample room for expansion

Tony Smith
Real Estate Broker

3056 Imperial Avenue BE 2-0260

STALKER'S UNION SERVICE
25th and Imperial Ave Red Stalker, Owner

GUARANTEED LUBRICATION SERVICE
BRAKE SERVICE - MOTOR TUNE UP

2494 IMPERIAL AVENUE Phone: BE-2-8383

WE GIVE S&H GREEN STAMPS

FOR FAST SERVICE
ON RENTALS
CALL

Preston Coleman,
Day & Night Realty

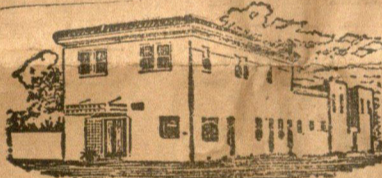
CO 2-6359 CO 4-6904

Jeanette Stevenson
PUBLIC STENOGRAPHER
Typing Letters, Bulletins, Forms, Etc.
Mimeographing

2951 L Street Phone BELmont 9-3008

Anderson - Ragsdale Mortuary

The Third Generation of Ragsdales in the Mortuary Profession



2601 IMPERIAL AVE. SAN DIEGO, CALIF. BELmont 9-2610

Tastes fresh because it IS



Qualitee MILK

"SAN DIEGO COUNTY'S OWN"

30 YEARS OF COMMUNITY SERVICE IN SAN DIEGO COUNTY and LOWER CALIFORNIA - - - (MEXICO)

THERE IS NO SUBSTITUTE FOR EXPERIENCE

TATE'S FUNERAL HOME
3109 - 11 OCEAN VIEW BLVD.
PHONE BELMONT 2-3332 SAN DIEGO 13, CALIF.

CHURCH DIRECTORY

ANY CHURCH WISHING TO BE INCLUDED IN OUR CHURCH DIRECTORY PLEASE NOTIFY THE "OBSERVER"

ADVENTIST
7th Day Adventist Church
414 So. 31st Street
Adolphus E. Webb, Pastor
(Saturday)
Sabbath School 9:30 AM

BAPTIST
Bethel Baptist Church
Corner 29th & Clay
Dr. Charles H. Hampton, Pastor
Sunday School 9:30 AM
Morning Worship 10:55 AM

Calvary Baptis Church
Crosby & Julian
Rev. S.M. Lockridge, Pastor
Sunday School 9:15 AM
Worship 11:00 AM & 7:00 AM

Community Baptist Church
2412 B Ave.
National City ¼
Rev. C. H. White, Pastor
Sunday School 9:00 AM
Morning Worship 11:00 AM

Friendship Baptist Church
529 18th Street
Rev. Otis Thomas, Pastor
Sunday School 9:30 AM
Worship 11:00 AM & 6:30 PM

Macedonia Baptist Church
2646 Imperial Avenue
Rev. H. V. Bennett, Pastor
Sunday School 9:30 AM
Worship 11:00 AM & 7:30 PM

Mt. Erie Baptist Church (Frontier)
Rev. M. H. Haywood, Pastor
3430 Kurtz Street
Worship 11:00 AM & 5:00 PM
Sunday School 9:30 AM
Worship 11:30 AM & 7:30 PM

Mt. Zion Baptist Church
3045 Greeley Avenue
Rev. C. Johnson, Pastor
Sunday School 9:30 AM
Worship 11:00 AM & 7:00 PM

Second Baptist Church (Linda Vista)
2802 Chesterton Drive
Rev. Norman J. Jackson, Pastor
Sunday School 9:30 AM
Worship 11:00 AM & 7:00 PM

St Stephen Baptist Church
3017 K St.
Rev. R. P. Harris, Pastor
Worship-10, 11:30 am- 7:30 pm

Trinity Baptist Church
3146 Ocean View Blvd.
Rev. G. James Washington, P.
Sunday School 9:30 AM

Shiloh Baptist Church
Rev. T. C. Columbus, Pastor
675 18th Street
Sun. Service -9:30-11 A.M. - 7:30

St. John Baptist Church
152b Lemon St. Oceanside
Rev. J. L. Rowson, Pastor
Sunday School 9:30 AM
Worship 11:00 AM & 7:00 PM

CATHOLIC
Christ The King
32nd & Imperial
Father Walter Madigan
Masses 6:00 AM, 8:00 AM
10:00 AM & 12:00 PM

St. Jude's Shrine of The West
3751 Boston Ave.
Rev. Gregory S. Sheridan
Sunday Masses 7:00, 8:00, 9:00
10:00, 11:00, 12:00 PM

CONGREGATIONAL
Church of Christian Fellowship
2191 Kearney
E. Major Shavers, Minister
Church School 9:30 AM
Worship Hour 11:00AM

MESSIAH LUTHERAN CHURCH
31st and Clay
John K. Sorensen, Pastor
Sunday School 9:30 AM
Worship Service 10:45 AM
John K. Sorensen, Pastor

PRESBYTERIAN
Golden Hill United Presbyterian Church
22nd and Market
Rev. George W. Smith, Pastor
Church School 9:30 AM
Devine Worship 11:00 AM

CHURCH OF GOD IN CHRIST
City Heights Prayer Temple
3228 38th Street
Elder W. Liggins
and Mother M.A. Liggins
Sunday School 10:00 AM
Worship 12:00 AM & 7:30 PM

Gospel Center
3566 Webster
Rev. N. A. Noel, Pastor
Sunday School 9:45 AM
Services 11:45 AM & 8:00 PM

Isaelite
3195 "L"
Rev. A. L. Brown, Pastor
Sunday School 9:45 AM
Worship 11:00 AM & 8:00 PM

Jackson Memorial
1705 Logan Avenue
Rev. J. A. Blake, Pastor
Sunday School 9:30 AM
Morning Worship 11:00 AM

CHURCH IN JESUS' NAME
Apostolic Faith Temple
Corner of Hensley & "L"
Bishop John Caldwell, Pastor
Sunday School 9:30 AM
Worship 11:00 AM & 7:30 PM

Victory Church in Jesus Name
2558 Imperial Avenue
M. L. Russell, Pastor
Sunday School 10:0 AM
11:00 AM & 7:00 PM

METHODIST
Bethel AME Church
31st & K
Rev. C. Wayne Love
Sunday School 9:30 AM
Worship 10:50 AM & 6:55 PM

Logan Temple AME Zion
302 So. 32nd Street
Dr. S. H. Marion
Sunday School 9:30 AM
Worship 11:00 AM & 7:00 PM

Greater Prince Chapel By the Sea, AME (La Jolla)
7519 Cuvier
Rev. H. L. Harden, Pastor
Sunday School 10:00 AM
Worship 11:00 AM & 8:00 PM

St. Paul's Methodist Church
3094 L Street
Rev. G. M. Phelps, Jr., Pastor
Sunday School 9:30 AM
Worship 11:00 AM & 7:00 PM

Phillips Temple CME Church
2933 National Avenue.
Rev. M. E. Bradley, Minister
Sunday School 9:30 PM
Worship 11:00 AM & 7:00 PM

(APOSTOLIC)
HOLY TRIUMPH CHURCH OF CHRIST
229 26th Street between K & L
Bishop C. H. Whittiker, Minister
Sunday School 9:30 PM
Worship 11:00 AM & 8:00 PM

NON-DENOMINATIONAL
New Testament Missionary Church, Non-Denomintional, Non-Secterian, Inter-Racial.
2972 Clay
Rev. Leonard Terry, Founder and Pastor
Sunday Services 1:00 - 2:15 P.M.
Worship 5:00 - 7:30 P.M.

Did You Hear Say?

(Cont. from page 1)

East of National Ave., National City, and Chula Vista. Great progress has been made; but not by complacent minorities. . . . As Mrs. Valetta Linnete, an English professor at S.D.H.S. said, "Education is the best weapon we can use to break down our "Caste System". Attorney Louis Katz says, Pressure used by organized minorities in politics and in business through boycotts, is the best weapon to dispell unfair treatment of minorities." I say that your first step as an active American Citizen, is to register to VOTE. And VOTE WISELY. The voting potential of the people of Logan Heights, or Southeastern San Diego is tremendous. If we organize so that we can have one block captain for each and every block in our area to see that the rest of the residents register and follow it up by seeing to it that they vote; by furnishing them transportation or calling the up on election day we could hae the highest number of votes in the whole city. Let us look at what happened with the Federal Housing Projects. War-time - built Federal Housing dwellings were too unsightly for the rest of our city; but they were good enough for southeastern San Diego, or Logan Heights, as the Press pleases to call our south of Broadway area. Do we talk? Or do we do? Or do we just take it?

UN POCO DE ESPANOL El asunto de mas importan cia que discuto hoy, es de que seria de mucha importancia para nosotros los Mexicanos, (aunque Ciudadanos Americanos) nos unieramos mas y que todos nos registramos para votar en todas las elecciones. Nuestros privilegios y derechos como ciudadanos Americanos no pueden ser tan bien protegidos como si votaramos personas quienes se interesaran en el beneficio para todos, inclusive los Mejianos. Admito que no hay gran queja pero siempre habria de menos mas respeto para nosotros, los morenos. Desde hace muchos anos, habemos miles y miles que pagamos contribuciones, (taxes) y aun nunca tenemos representacion en el manejo de nuestro pueblo por ni uno de nuestra raza. Creo que mi nombramiento por el Honorable Charles Dall, como comisionario en la comision para la renavacion de areas decaidas en la ciudad, hasido el unico desde hace muchos anos. Jamas ha sidonorbrado un Mejidano al "Grand Jury", o sea el Gran Jurado, cuerpo que decide los meritos de quejas contra un acusado de crimen para preparar su airresto en algunos casos. Un reo el estado de Texas fue dado libre por la Corte Suprema De Los Estados Unidos, despues de haber sido sentenciado a muerte for un homicidio. El Jues de la Corte Suprema, Chief Justice Warren" declare que se la daria la libertad al desdichado por el motive ya aqui citado. Esa es justicia deveras.

"Sputnik Goes To Toyland", is the Logan Heights float entry in the North Park Parade, 2 pm. Dont Miss it. Southeast Chamber of Commerce is sponsoring it.

BOYS' CLUB BOYS' CLUBS OF AMERICA BUILD BETTER MEN 1905-1957

News News News

(Con't. from page 4)

Denny's palace where most of the Femmes, and the following gathered: Mr. & Mrs. John Young, Mmes. Alma Marshall (Marcelene Porter's mother); Glodine Wallace, Miss Jean Shorty (S.D. school teacher from Denver), Mr. William C. Brown and others. Here we learned of hostess (Mrs. Denny) birthday; crowd harmonied on "Happy Birthday" with Danella at the Steinway!! Received via grapevine, that Robert Ratliff is raving over birthday (mid Noyember) gift from his loving wife. Frank McCoy, El Centro public school teacher (music) and brother of our friend, Thelma, is now columnist in Valley newspaper; "Music & Drama". Marine Corps Recruit Depot played opening Basketball game of season against Naval Air Station. By now, MCRD/State College game results are probably in headlines. Like to know some of the fellas? Meet Marines, Frank Allen (member of last year's championship team), & newcomer, Ed Cain. IF YOU are affiliated with Social Clubs or Organizations of San Diego, consider sponsoring MR. WALTERS & His Suede/ Leather Creations(pastelles); cocktail or casual wear, skirts, blouses, dresses, jackets, hats, etc.). This, I am most anxious to see and enjoy! For further info call BE 9-3008 or contact Mr. W. L. Walters, 1820 So. Manhattan Place, L.A. 19, RE-4-8981.

YES!

ONE BIG DRIVE... ONE BIG GIFT!

UNITED FUND OF SAN DIEGO COUNTY

Foot Ball

(Cont. rfrom page 1)

Polytechnic and 27-0 over Peperdine.

Against the Waves last weekend, San Diego displayed a superlative ground attack, grinding out 239 yards for two touchdowns in four completed passes for touchdwns. One came on an eleven yard aerial down the middle, and the second on a 25 yar strike before the close of the first half.

A 12 yard burst up the middle by Bob Keyes and a 37 yard scamper by Tom Chrones accounted for the two Pioneer tallies in the second half. Larry Tessary booted three conversions to raise his seasonal total to 17.

Peperdines deepest penetration came with 2:10 remaining in the third period, when Quarterback Jay Roelen engineered the wave ground air attack to the Pioner nine, but USD Tackle Ray Yoast recovered a fumble to halt the drive.

CASSELL PRINTING & PUBLISHING CO.

JOB - SOCIETY - COMMERCIAL NEWSPAPER PRINTERS AND PUBLISHERS

124 No. 30th Street

Phone BELmont 3-8154

TIMELY GIFTS FOR ALL OCCASIONS BEAUTIFUL EARRINGS - \$1.00

STIVERS JEWELRY FINE WATCH REPAIRING 2175 Logan Ave. San Diego 13, Calif.

UNEXCELLED BARGAINS IN SALES - EXCHANGES MANAGEMENT - INSURANCE - NOTARY PUBLIC

TONY SMITH

Licensed Real Estate Broker BE. 2-0260

3056 Imperial Avenue

San Diego 2, Calif.

JOE STRUM'S OUTFITTING CO. 2746 Imperial Avenue

BIG DRAWING!!

JUST COME IN AND PICK UP YOUR LUCKY TICKET NO OBLIGATION! - NO GIMMICK!

Free Stainless Steel Pan Set

Worth \$49.95

Ready To Wear, Shoes for Entire Famliy

RACKS and RACKS of NAME BRANDS

Open An Account Now!

NO DOWN PAYMENT ON APPROVED CREDIT

FREE CHRISTMAS WRAPPING

Rivera Realty

2183 LOGAN AVE. BE 9-5800

1950 - 2 Bedroom STUCCO DUPLEX - 1 Blk. N. of Market St. \$15,500 - \$3, 000 DN. - INCOME \$160 Month

The San Diego OBSERVER

Published each Thursday by the

CASSELL PRINTING AND PUBLISHING CO.,

124 N. 30th Street

BELmont 3-8154

This Newspaper is Printed in its entirety in our own Plant

LOOK SHARP - BE SHARP - STAY SHARP

at GROVES BROS. BARBER SHOP

2592 Imperial Ave.

BE 9-9816

SAFEGWAY



APPLE TIME at SAFEGWAY.

Shop this weekend at your Safeway for the season's finest California and Washington apples - All at special prices.

THIS WEEK-END'S MEAT VALUES

Sliced Bacon

Round Steak

Smoked Picnics

1-lb pkg.

SWIFT'S EVERSWEET BRAND

49c

CENTER CUTS BONE IN

63c

RATH'S Whole or Full Shank Half

37c

SHOP YOUR LOCAL SAFEGWAY -- 2509 IMPERIAL AVENUE