

# Tax Office Named to Honor 4th Generation Ysletan

Oldtimers in El Paso County were not surprised when announcement was made that the new county branch tax office in Ysleta would be named in honor of Alex N. Gonzalez.

But many residents who care for history undoubtedly have asked the question "Why?"

The answer is that Gonzalez made a political and public service career that is a blend of Alex Gonzalez to take an active part in El Paso County affairs, a part that had much to do with changing the course that has led and continues to lead this community in economic, business, and industry.

**THIS IS TRUE**, even though Mr. Gonzalez concentrated his political activity in the Ysleta area.

Beginning in 1918, and continuing for some 30 years, Mr. Gonzalez was "the man to see" about anything involving politics and public affairs in general in the Ysleta community, and to a considerable degree in any county political contest that appeared close.

It is a fact that Mr. Gonzalez was a power in El Paso County politics for many years, starting when he was elected justice of the peace in 1913 when he was 22 years old.

That power dissipated very little even after he served for

18 years as County Commissioner, winning that office first in the 1924 election, and holding it through 1934, not being a candidate for re-election in 1934, or for public office since then.

**BUT BEEN INTEREST** in public affairs and especially in politics never flagged with Mr. Gonzalez. Now and for many months he has been in, but as late as he lives he will have a strong interest in a political, economic, or business activity in his beloved Ysleta community.

Alex Gonzalez is a native of Ysleta. His father likewise was born in Ysleta, and so was his grandfather, and great-grandfather.

Alex apparently inherited his love, the burning zeal for politics from his grandfather, J. Mc Gonzalez, who served as mayor of Ysleta, and as County Judge, and as County Commissioner of Precinct 1, elected commissioner in November, 1918. The records show 123 ballots for him, an overwhelming majority of the Ysleta vote.

FRANCISCO Gonzalez, father of Alex, was a businessman who had no active interest in politics. But there is no record that the father discouraged Alex from getting into politics "with both feet." This was not



ALEX N. GONZALEZ in early years.

## Who Wants to Learn Hula? Travelers On Hawaiian Tour Get Opportunity

Would you like to do the hula dance yourself? Visitors to Hawaii can arrange to take a lesson or two.

But if you're too shy to waddle, you can just watch "Hula Royal" at the Honolulu Convention Center. The show is scheduled for tomorrow from 7:30 to 9:30 p.m. at the International Market. There are wakaiki dances, and many night spots feature top-notch Hawaiian dancing.

**MEMBERS OF** the forthcoming Hawaiian Holiday Tour, sponsored by The Herald-Post and the Popular department stores, will have opportunity to view the hula in all its variations and variations.

While the hula is always compelling to Hawaiian newcomers, it is not a neutral attraction in the sense that it is performed only for visitor enjoyment. It is as much a part of the island scene as palm trees, orchards and Diamond Head.

At informal family teas, or Hawaiian feasts, dances will be performed by several generations. In every business establishment there is at least one person who takes it upon himself to teach visitors to spare. Lessons with a hula. Words of military protocol and military table manners in their spare time.

**THE DANCE**, once banned by missionaries as irreligious, was revived by King Kamehameha, the emory monarch, who ruled Hawaii in the 1820s. Today the hula is more popular than ever with both hand and arm movements still used to tell a story. Band youngsters of all racial origins may begin their attempts to master the hula at age three or four.

About this Holiday Tour—its dates are March 30 to April 2. It includes a day at

Los Angeles and a trip to Disneyland, and fabulous jaunts to the Outer Islands, as well as a stop on Oahu, where Honolulu is located. This is a chance to see a hula in a wonderful way to the romantic 19th century, the Paradise of the Pacific.

**PRIZE OF THE TOUR** \$100 plus tax.

The price includes transportation by Continental Airlines and Hawaiian Airlines.

For further information pick up a descriptive folder at The Herald-Post, the Popular department stores, or at 305 North Pecos street. Gonzalez is now taking reservations.



## Public Invited To Dedication

The public is invited to attend the dedication of the new tax office in Ysleta at 9 a.m. Saturday. Those who will participate are County Judge Travis Johnson, County Tax Assessor Charles R. Teyssat, and County Commissioner Richard Tellez, Angela Sanchez, Clyde Anderson and Tom May, and Mrs. Virginia Turner, city editor of The Herald-Post, and former Ysleta resident.

He built the bridge, because, he said, "a bridge was needed and no one else was interested in building one."

His store was dry, a 9 by 13 foot room, when he started in business in 1918. It grew rapidly, and included a break trade from across the river in Mexico, some customers wading the river, others coming by horseback or in vehicles of various types. The U.S. Immigration Service gave slight attention to this traffic for several years, but around 1926 the U.S. Government brought suit against the Gonzalez bridge operation, and, by court order, Mr. Gonzalez sold the bridge to the United States.

**IN WHATEVER** drew his interest, Mr. Gonzalez was a man of action. An example was his fist fight with Xacela Kluweza in the streets when the Klan was sitting in



AT HOME — Alex N. Gonzalez at home in Ysleta before his recent illness.

the Ysleta area in the early 1920s. He opposed the Klan because he felt that organization would and apparently did not in El Paso County.

Mr. Gonzalez had confidence in the future of Ysleta and the entire region, and he proved it by buying land in his community. He became one of the major landowners in the Ysleta district, and his foresight was rewarded by steady increases in land values.

Alex Gonzalez was known as a conservative man. His style in measured words. Typical of his conservatism was one that ran in a newspaper in July, 1934, when he was a candidate for reelection as County Commissioner, Precinct 2, which ran:

"**THE EXPERIENCE** a student that I have had in public service has, I believe, qualified me for this position. The people, through the commissioners court having inaugurated a big road program, a great part of which runs through Precinct 2; I feel that I should be permitted to carry on over this program has been completed.

"The assessed valuation of the county property last year was \$22,300,000. The handling of the tax money from this enormous valuation of the county is a become an immense enterprise. I believe that my record shows I have successfully participated in the management of the business.

"I was born and raised in Ysleta and am intimately acquainted with the people of that precinct and their present needs and problems.

"I BELIEVE that El Paso and this county are entering upon a period of great industry

## Home Builders Assn. To Install Officers

J. Max Quisen, local builder, will be installed as president of the Home Builders Assn. of El Paso at the group's annual installation banquet at the El Paso Country Club Saturday at 7 p.m.

Other officers to be installed are R. H. Bunch as vice president, R. B. Monahan as treasurer and L. T. Schwartz as secretary.

Phillip, Louis Gonzalez, Paul Brant, Richard Saunders and Al Laffey.

State directors to be installed are Harry Buckley and Willis Schenckler, national directors are Lewis Broad and John Zachary, alternate national directors are Joe Yarbrough and Charles Foster.



He kept almost all of whatever affected El Paso County, and especially Ysleta. His advice was sought by many public officials. His support was sought by any candidate for county commissioner from his precinct who had any solid hope of being elected.

**GRIEF OVER THE** death of loved ones and ill health have taken their toll on Mr. Gonzalez. His father is long dead. His wife is dead, as are all or most of his close relatives. He has lived alone in his home at Ysleta for years, and for many months has been confined to a hospital.

His keen mind has remained alert through physical suffering. Alex N. Gonzalez is a man ever grateful for any kindness done him, and deeply appreciative of the confidence demonstrated in him by his repeated election to office of great responsibility.

The gratitude he will feel for the naming of the Ysleta branch tax office in his honor is something he would never undertake to fully express at words.