

**Southwestern In Focus  
EP NEWS SERVICE OFFICIAL  
HAS MANY VARIED INTERESTS**

By Dorrance H. Guy  
EPT Sundial 7/23/67

From a "one horse" operation in San Jacinto Plaza in 1919, the Sandoval News Service, Inc., has grown, under the steady hands of Hilary Sandoval Sr., and Jr., to a \$1.3-million gross business serving the El Paso-Las Cruces, N.M. area.

It all began when Hilary Sandoval Sr. opened up a news stand on one corner of the Plaza as a "part-time operation." Later the business was to flourish, spread to Tucson, Ariz., and then return as an entirely local concern with Hilary Jr., as the president and majority stockholder. Hilary Jr.'s brother, George, is president and majority stockholder of the Tucson operation, Sandoval, Sr. is chairman of the board of both corporations.

Despite the fact that his father was the principal in the business, it was not "a bed of roses" for Hilary Jr., who first worked in the firm's warehouse, later worked in the Tucson branch and finally returned to El Paso as an employe, then as president.

Sandoval, now 37, long has been active in El Paso civic and political affairs, as well as in organizations having a direct effect on his business.

**CIVIC ACTIVITIES**

He is a past director of the Rotary Club of El Paso; a member of the El Paso Chamber of Commerce; past president of the Sales and Marketing Executives International; co-chairman of the Bureau of Independent Publishers and Distributors (U.S.A. and Canada); president of LULAC Council No. 8 and in 1967 was the "Most Valuable Man" of LULAC District No. 4.

**HILARY SANDOVAL JR.**

He was a fencing coach at the University of Arizona; is a captain in the U.S. Army Re-



serve, was a U.S. intelligence agent in the Counter Intelligence Corps, serving in the Caribbean area; was chairman of the El Paso County Republican Party Executive Committee on two occasions and currently is assistant State chairman of the Republic Party, serving under Peter O'Donnell Jr., Dallas, State chairman; was an area coordinator of the International Executive Service Corps, giving technical assistance to private enterprise overseas; and is a private pilot.

In 1963, he was the "Sales Executive of the Year for the Sales and Marketing Executives International, El Paso Club.

But a simple listing of organizations and accomplishments doesn't reveal the nature of the man.

## **STOOD STRONG**

Sandoval, who graduated from Austin High School and the University of Arizona, with study in addition at the Universidad de Mexico and Texas Tech stood on principle while under professional pressure.

An advocate of freedom of the press, he stood strong when El Paso's "censorship committee" wanted to tell him what magazines and books he could and could not sell in his private business.

He begged them not to publish a "censorship list," pointing out that it would only cause increased sales among titles he had little choice but to handle. The list was published, sales zoomed.

But, he takes more pride in the fact that El Pasoans each year purchase more than a million paperback books, especially those in educational fields.

"Put more emphasis on good reading, not censorship," Sandoval says/

He handles about 1,000 magazine titles, 800 comic book titles, 42,000 paperback book titles and very few hardback books.

"If it is not mailable, we ship it right back. We just won't handle it. We do this for legal reasons, not because we want to be censors," Sandoval points out. The only other limit on his distribution is if retailers want the titles.

Next to his business, Sandoval's primary activity is in the political field. But he's not a "dirty dog Republican."

"I've never voted a straight ticket," Sandoval said of a general election. He hastened to point out "I'm a party man, but if someone is a bad apple, or if the Democrats have

someone who is head and shoulders better, I'll vote for him."

## **WIFE SHARES ZEAL**

He shares his political zeal with his wife, Dolores, who is a member of the Republican Women's Club, does much of the mailing for the party and works door-to-door in campaigns.

Though a conservative, he is a member of the Political Association of Spanish Speaking Organizations (PASSO), an outspoken liberal group of limited membership. "PASSO allows you to voice an opinion and as a result many members endorsed Sen. John Tower in his last campaign," Sandoval said.

He also pointed out that "conservatism is not synonymous with bigotry as it often is painted to be. You can be a conservative without being a bigot."

Sandoval was born in El Paso, lived three or four years in Tucson and spent three years in the Army. He and his wife reside at 9917 Fenway, with their five children, Mary Dolores, 14, Irene Roberta, 13, Hilary Joseph III, 9, George Edward, 6, and Anthony, 4.

\* \* \*

## Southwesterner In Focus

# EP News Service Official Has Many, Varied Interests

By DORRANCE H. GUY

From a "one horse" operation in San Jacinto Plaza in 1919, the Sandoval News Service, Inc., has grown, under the steady hands of Hilary Sandoval Sr., and Jr., to a \$1.3-million gross business, serving the El Paso-Las Cruces, N.M., area.

It all began when Hilary Sandoval Sr. opened up a news stand on one corner of the Plaza as a "part-time operation." Later the business was to flourish, spread to Tucson, Ariz., and then return as an entirely local concern with Hilary Jr. as the president and majority stockholder. Hilary Jr.'s brother, George, is president and majority stockholder of the Tucson operation. Sandoval Sr. is chairman of the board of both corporations.

Despite the fact that his father was the principal in the business, it was not "a bed of roses" for Hilary Jr., who first worked in the firm's warehouse, later worked in the Tucson branch and finally returned to El Paso as an employee, then as president.

Sandoval, now 37, long has been active in El Paso civic and political affairs, as well as in organizations having a direct effect on his business.

### CIVIC ACTIVITIES

He is a past director of the Rotary Club of El Paso, a

member of the El Paso Chamber of Commerce; past president of the Sales and Marketing Executives International; co-chairman of the Bureau of Independent Publishers and Distributors (U.S.A. and Canada); president of LULAC Council No. 8 and in 1967 was the "Most Valuable Man" of LULAC District No. 4.

He was a fencing coach at the University of Arizona; is a captain in the U.S. Army Reserve; was a U.S. intelligence agent in the Counter Intelligence Corps, serving in the Caribbean area; was chairman of the El Paso County Republican Party Executive Committee on two occasions and currently is assistant State chairman of the Republican Party, serving under Peter O'Donnell Jr., Dallas, State chairman; was an area coordinator of the International Executive Service Corps, giving technical assistance to private enterprise overseas; and is a private pilot.

In 1963, he was the "Sales Executive of the Year" for the Sales and Marketing Executives International, El Paso Club.

But a simple listing of organizations and accomplishments doesn't reveal the nature of the man.

### STOOD STRONG

Sandoval, who graduated from Austin High School and the University of Arizona, with study in addition at the Universidad de Mexico and Texas



HILARY SANDOVAL JR.

Tech, has stood on principle while under professional pressure.)

An advocate of freedom of the press, he stood strong when El Paso's "censorship committee" wanted to tell him what magazines and books he could and could not sell in his private business.

He begged them not to publish a "censorship list," pointing out that it would only cause increased sales among titles he had little choice but to handle. The list was published, sales zoomed.

But, he takes more pride in the fact that El Pasoans each year purchase more than a million paperback books, especially those in educational fields.

"Put more emphasis on good reading, not censorship," Sandoval says.

He handles about 1,000 magazine titles, 800 comic book titles, 42,000 paperback book titles and very few hardback books.

"If it's not mailable, we ship it right back. We just won't handle it. We do this for legal reasons, not because we want to be censors," Sandoval points out. The only other limit on his distribution is if retailers want the titles.

Next to his business, Sandoval's primary activity is in the political field. But he's not a "dirty dog Republican."

"I've never voted a straight ticket," Sandoval said of a general election. He hastened to point out "I'm a party man, but if someone is a bad apple, or if the Democrats have someone who is head and shoulders better, I'll vote for him."

### WIFE SHARES ZEAL

He shares his political zeal with his wife, Dolores, who is a member of the Republican Women's Club, does much of the mailing for the party and works door-to-door in campaigns.

Though a conservative, he is a member of the Political Association of Spanish Speaking Organizations (PASSO), an outspoken liberal group of limited membership. "PASSO allows you to voice an opinion and as a result many members endorsed Sen. John Tower in his last campaign," Sandoval said.

He also pointed out that "conservatism is not synonymous with bigotry as it often is permitted to be. You can be a conservative without being a bigot."

Sandoval was born in El Paso, lived three or four years in Tucson and spent three years in the Army. He and his wife reside at 9917 Fenway, with their five children, Mary Dolores, 14, Irene Roberta, 13, Hilary Joseph III, 9, George Edward, 6, and Anthony, 4.