

REQUIRED FORMAT FOR TITLE PAGE OF PROPOSAL

University Proposal # 2

FOR PASSHE OFFICE USE ONLY: FPDC proposal #

Project Title: Archival Research on Anti-Alcohol and State-Building Projects in Mexico, 1910-1940

RFP Category: 1-B

Total Grant Amount Requested from FPDC: \$3550

Discipline: History

Sub-Discipline:

Project Director (name, position, department, university, telephone number, and e-mail address):  
Dr. Gretchen Pierce, Asst. Prof., Department of History and Philosophy, Shippensburg University, 717-477-1729, gkpierce@ship.edu

Faculty Status (see definitions below):

Tenured

Probationary

Non-Tenure Track

Other Participants (names, departments, e-mail addresses):

IRB Status:

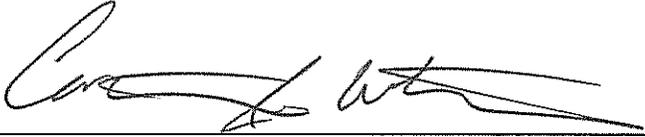
Approved (IRB # )

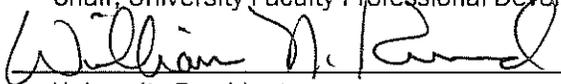
Pending

N/A

ABSTRACT (one paragraph of approximately 150 words in non-technical language):

I propose to travel to Mexico City, Mexico, for the month of June 2010 to visit three archives. My work examines campaigns to rid the country of the disease of alcoholism, and argues that this project overlapped with leaders' desires to create a strong and autonomous government. Specifically, I will examine presidential letters, laws, and tax codes from the period 1910-1920, one which I have not focused on much previously. I suspect I will find that because the national government was financially strapped and occupied with warfare during the Mexican Revolution, presidents could do little more than denounce vice, and thus they had to rely on bureaucrats to help fight chronic intoxication. This trip will help to further my understanding of Mexico's temperance movement and its process of nation-building, aid me in transforming my dissertation into a book, and allow me to share my knowledge with a much wider audience.

Endorsement:  15 Feb 2010  
Chair, University Faculty Professional Development Committee Date

Endorsement:  15 Feb 2010  
University President Date

Faculty Status Definitions:

Probationary Non-Tenured Faculty - a faculty member who is appointed to a tenure track position and who has not been granted tenure.

Non-Tenure Track Faculty - a faculty member who is appointed to service in a position in which service will not be credited toward tenure, for example Temporary Part-Time or Temporary Full-Time or Regular Part-Time faculty.

## **Background and Significance**

In 1929, Mexican President Emilio Portes Gil issued a decree calling for the initiation of an official anti-alcohol campaign. He suggested posting a number of slogans in public places, including one which asserted: “There is an enemy of the well-being, the health, and the redemption of the Mexican people: alcohol.” He also called for state and municipal governments, as well as teachers, peasants, urban workers, and women of all backgrounds to join him in fighting the perceived vice of alcoholism. Portes Gil received dozens of letters in support, including one from the National Women’s Association of Temperance and Social Improvement, who informed him that they had been doing temperance work for the past seven years.

The above examples, taken from my dissertation, illustrate several important issues in revolutionary Mexico (1910-1940). First, leaders felt alcoholism was a serious problem in their country, and they actively worked to combat it. Second, this was not just a matter of seeing embarrassing drunken displays in the streets, but one that affected even the nation’s economy, for unhealthy workers would not be productive ones. In other words, intoxicated citizens threatened presidents’ ability to improve the strength of their governments. This matter was essential during the Revolution, for the victors had to establish peace, rebuild the nation’s economy, and achieve autonomy from dominant social classes and foreign powers. Third, the executive branch did not work alone, but rather, solicited the assistance of other officials and ordinary people. Fourth, average citizens took matters into their own hands and fought vice locally. A number of questions remain, however.

- Did presidents before Portes Gil, especially in the 1910s, respond to alcoholism in a similar manner?
- Did they use their ability to tax intoxicating beverages to reduce their appeal?
- How many groups like the National Women’s Association existed in the years before the official anti-alcohol campaign began, and what types of measures did they take?
- Did other people vehemently oppose any restrictions to the production and consumption of alcohol?

A Faculty Professional Development Council Grant would allow me to travel to Mexico to do additional archival work needed to answer these questions and reach some of my professional development goals, which include learning how to work with a new type of source material, and turning my dissertation into a book.

The drive to eradicate alcohol abuse in revolutionary Mexico has been noted by a number of historians in articles and books mainly on other subjects, but no one has undertaken a comprehensive study of this issue (see discussion below). My dissertation was the first to do so, examining the national temperance movement, its corollaries in the state of Sonora, and popular anti-alcohol leagues from the same region. It also engaged the literature of nation-building (see discussion below), agreeing with those authors who claim that the process of state formation—strengthening governmental institutions and achieving autonomy from foreign entities and powerful domestic classes—is a participatory and contested one, benefitting from input from all levels of society. Indeed, I found that the anti-alcohol campaign was intimately connected to nation-building: leaders believed a sober population would encourage peace and a healthy workforce, thereby strengthening the state. As the government grew in power, presidents in turn had more weapons in their arsenal to combat drunkenness. Finally, both projects relied on—and admittedly frequently lacked—the support of governors, mayors, and ordinary citizens. I need to examine the above new questions so as to cover the period 1910-1920 more thoroughly, potentially discover new popular temperance leagues, and strengthen my argument on the relationships between the anti-alcohol campaign and nation-building. Once published, my book will be the first full-length study of the anti-alcohol campaign in Mexico, and one that will examine it from a variety of perspectives: national, state, and popular. It will also contribute to comparative, interdisciplinary literature on temperance movements, state formation and cultural revolution globally.

## **Goals and Objectives**

Dr. Gretchen Pierce, Shippensburg University  
Faculty Professional Development Council Grant  
Archival Research on Anti-Alcohol and State-Building Projects in Mexico, 1910-1940

A research trip to Mexico City, Mexico in June 2010 will allow me to achieve a number of short- and long-term goals. My two immediate objectives, which will be elaborated on below, are to find more documentation for the period 1910-1920, one I did not have time to research exhaustively while working on my dissertation, and to examine tax codes to help establish a closer link between the anti-alcohol campaign and the project of nation-building. The research done in Mexico also will help me to reach several longer-term objectives, which will be elaborated on below. These are to incorporate my new findings into a conference paper to be presented October 2010, write a book proposal, and ultimately, revise my dissertation into a book. The trip will also help me to achieve professional development goals, further explained below, such as to raise my profile as an expert in the history of alcohol in Mexico, learn how to work with quantitative, as opposed to just qualitative, data, and be a more knowledgeable professor on the Mexican Revolution, as well as the general subjects of state-building, revolutions, and social reconstruction projects.

### **Description of Project**

Studies of alcohol's role in the Mexican Revolution are of growing interest to historians. One group of scholars has looked at the problems that alcohol consumption supposedly caused. Katherine Bliss shows that Mexican medical experts worried that alcoholism, along with tuberculosis and syphilis, was destroying the nation's health and its economy.<sup>1</sup> A second group of historians have investigated attempts to regulate intoxicating beverages by government officials, businesses, and ordinary people. In books primarily about education, Mary Kay Vaughan and Guillermo Palacios demonstrate that teachers, usually in collaboration with the government, taught students about the dangers of consuming alcoholic beverages.<sup>2</sup> Although all of these studies are insightful, few of them discuss inebriants as their main subject, and therefore their coverage of the topic is cursory. My monograph will be the first full-length study of revolutionary Mexico's temperance campaign. It will also be unique in that it will look at organizations from the national, state, and popular level.

The question of state formation has been central to studies of the Mexican Revolution. The earliest histories of this movement, which first appeared in the 1920s and 1930s, praised revolutionary leaders for initiating a successful populist movement that focused on land reform and labor codes.<sup>3</sup> By the 1960s, scholars like Nora Hamilton had grown increasingly critical of the current authoritarian government, and these revisionists depicted political leaders from the 1910s through the 1930s as being similarly powerful, squelching the voice of the masses and denying them any role in the reconstruction of the state.<sup>4</sup> A group of "post-revisionists" have challenged their predecessors in two main ways. First, historians such as Alan Knight argue that the revolutionary government was never as strong as the revisionists imagined.<sup>5</sup> Second, others assert that state-building was not a top-down process, but rather was a dialectical one that involved the participation of officials at a variety of levels, as well as ordinary people. Drawing from James Scott's concept of the weapons of the weak, authors such as Gil Joseph and Daniel Nugent reveal that although they were restricted from law-making, the majority of citizens made clear their views and indeed influenced policy through a variety of unofficial techniques like strategic

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<sup>1</sup> Katherine Elaine Bliss, "For the Health of the Nation: Gender and the Cultural Politics of Social Hygiene in Revolutionary Mexico," in *The Eagle and the Virgin: Nation and Cultural Revolution in Mexico, 1920-1940*, ed. Mary Kay Vaughan and Stephen E. Lewis (Durham, N.C.: Duke University Press, 2006).

<sup>2</sup> Guillermo Palacios, *La pluma y el arado: Los intelectuales pedagogos y la construcción sociocultural del "problema campesino" en México, 1932-1934* (Mexico City: Colegio de México, 1999); Mary Kay Vaughan, *Cultural Politics in Revolution: Teachers, Peasants, and Schools in Mexico, 1930-1940* (Tucson: University of Arizona Press, 1997).

<sup>3</sup> Frank Tannenbaum, *The Mexican Agrarian Revolution* (Washington: The Brookings Institution, 1929).

<sup>4</sup> Nora Hamilton, *The Limits of State Autonomy: Post-Revolutionary Mexico* (Princeton: Princeton University Press, 1982).

<sup>5</sup> Alan Knight, "Cardenismo: Juggernaut or Jalopy?" *Journal of Latin American Studies* 26, no. 1 (1994).

absences or protests.<sup>6</sup> I will add to this line of argument by demonstrating that demanding that governors and presidents close cantinas in their neighborhoods and therefore that they follow the law, ordinary people actively participated in creating a more responsive government.

In order to make these contributions, I will need to visit three archives in Mexico City. One institution I spent a great deal of time at while on a Fulbright-Hays Doctoral Dissertation Research Abroad Fellowship from September 2004-July 2005. Another I visited and took a tour at in June 2001, while attending the Oaxaca Summer Institute. The third is one that several colleagues of mine have used before, and they have given me advice how to best navigate it. If I run into any problems while in Mexico City, Dr. Carmen Nava, who sponsored my Fulbright project, will be able to help. These facts, combined with my fluency in the Spanish language, will allow me to achieve my two immediate objectives.

**1. Find Documentation for the Period 1910-1920:** As mentioned above, I need to do more research on the beginnings of the temperance movement in Mexico. The best place to begin is with national records, so I will look at the presidential papers of Francisco Madero (1911-1913), which can be found at the Archivo General de la Nación (AGN), and those of Venustiano Carranza (1914-1920), which are housed at the Centro de Estudios de Historia de México (CEHM). At the AGN, I will also examine the *Diario Oficial*, a bulletin which provides the full text of all national laws. All of these records taken together, including decrees, telegraphs, and letters, ought to indicate how these presidents dealt with the issue of alcoholism and why they wanted to do so. The questions that I ask will be the following:

- Did presidents suggest legislation to regulate alcoholic beverages?
- Did they urge governors, bureaucrats, and legislators to deal with the issue?
- Did they follow up with these officials to make sure they were following the law?
- Why did they think alcoholism was such a significant problem for the nation?

On the other hand, it is also imperative to see what regular people thought about drunkenness and the anti-alcohol campaigns, thus I need to peruse more newspapers, magazines, and temperance pamphlets from this period, which can be found at the Hemeroteca and Biblioteca Nacional (HBN). Such types of sources are invaluable because they are typically not written by government officials, so they can provide information on unofficial temperance work. Surveys and editorials can illuminate popular conceptions about this campaign. I will ask the following questions:

- What types of people, other than government officials, were concerned with temperance?
- Why did they value sobriety so highly?
- What measures, if any, did they take to encourage others to abandon their vices?
- What types of people adamantly opposed the anti-alcohol campaign, and why?
- What steps did they take, if any, to express their dissatisfaction? Were their voices heard?

As my work seeks to understand the anti-alcohol campaign from three levels—national, state, and popular—as well as opposition to it, it is essential to turn to a variety of types of sources.

**2. Examine Tax Codes:** I want to more comprehensively examine tax codes than I have in the past to see if presidents used the government's power to tax to help achieve a sober nation. Therefore, I will peruse the records of the Secretaría de Hacienda, the agency that levied these taxes, which are also held at the AGN. The questions I will ask will be the following:

- Did the federal government place a tax on alcohol, and how much was it?
- Did the amount increase, decrease, or stay the same over time?
- Did they tax different types of beverages different amounts?
- How did the amount of tax on alcohol differ from those on other products?

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<sup>6</sup> James C. Scott, *Weapons of the Weak: Everyday Forms of Peasant Resistance* (New Haven, Conn.: Yale University Press, 1985); Gilbert M. Joseph and Daniel Nugent, "Popular Culture and State Formation in Revolutionary Mexico," in *Everyday Forms of State Formation: Revolution and the Negotiation of Rule in Modern Mexico*, ed. Gilbert M. Joseph and Daniel Nugent (Durham, N.C.: Duke University Press, 1994).

Dr. Gretchen Pierce, Shippensburg University  
Faculty Professional Development Council Grant  
Archival Research on Anti-Alcohol and State-Building Projects in Mexico, 1910-1940

I will search for records that can indicate how much revenue was collected in order to see if leaders were successful. In other words, did the (legal) consumption of alcohol decrease as taxes went up? Admittedly, these tactics will not allow me to calculate the amount of alcohol consumed illegally, but that question I have already examined by utilizing judicial and police records that describe alcohol-related disturbances and trafficking.

The funded portion of my project will take place during the month of June 2010. I will spend my first week at the AGN, reviewing the presidential documents of Francisco Madero. As this archive is only open until 3 PM, in the late afternoon, I will travel to the HBN where I will examine newspapers, magazines, and brochures. During the second week, I will continue my mornings at the AGN, moving on to work with tax codes, and will head to the HBN in the afternoon. The third week will be spent entirely at CEHM, which houses the papers of President Venustiano Carranza. Finally, I will dedicate an entire week to the HBN. In each repository, I will either make photocopies, or digital photographs when possible, in order to maximize my time. I also intend to spend evenings in my hotel taking notes on the material I found during the day. When I return to the United States in July, although the period of my grant will have ended, I will be able to continue evaluating my sources. My plan for the next school year will be to put together a book proposal. I will likely need to take another trip to Mexico the following summer to renew permissions on images for publication, and potentially to fill in any gaps that I discover once I begin working on the manuscript.

### **Expected Outcomes**

The FPDC grant will have important outcomes in several areas. First, I will be able to more clearly and confidently elaborate on the relationship between state-building and the anti-alcohol campaign in Mexico. In my dissertation, I argued that presidents from 1910 to 1920 achieved little in the latter project. I further claimed that the indirect actions they took, including urging drinkers to help themselves and delegating temperance work to Public Health bureaucrats, stemmed from the weak nature of the government at the time. I drew these conclusions from some primary materials, but mostly scattered references in the works of other historians. By doing more research myself, I hope to either back up my earlier findings, or discover that I should be thinking about my topic in a new way. Even more importantly, by examining and evaluating tax codes, I will learn to work with quantitative data, which I have not done to a serious extent in the past. This will be an important step in my development because, as social historians Marc Bloch and Pierre Chaunu of the *Annales School* demonstrated beginning in the 1930s, quantitative data (like tax codes) can be used to enhance qualitative conclusions (for instance about the nature of a government)<sup>7</sup>. By combining analysis of economic data along with images, government documents, newspapers, and personal letters, I can become a more well-rounded scholar.

After the grant period ends, I plan to continue working on my project so as to disseminate it to the public. I will be presenting part of what I find at the Latin American Studies Association conference in Toronto, Canada in October 2010. The panel organizer has informed me that this presentation may lead to a future publication in a journal or edited book. Although I have already published an article based on my dissertation, and an encyclopedia entry and book chapter will be appearing in the coming year, in the field of history, the most important form of scholarship is the monograph. Therefore, this project will eventually culminate in the publication of my manuscript with a leading academic press. The prospects for publication are high as my research has already garnered a number of prestigious grants, and two publishers, Northern Illinois University Press and the German VDM Verlag, have invited me to submit a proposal to them. Editors at the University of Nebraska and University of Arizona Presses also have expressed interest in my topic when I approached them.

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<sup>7</sup> Paul Ricœur, "The Contribution of French Historiography to the Theory of History," in *The Annales School: Critical Assessments in History*, vol. 2, *The Annales School and Historical Studies*, ed. Stuart Clark, (New York: Routledge Press, 1999), 68-70.

Dr. Gretchen Pierce, Shippensburg University  
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Once my work has been published in these formats, it will make contributions to a number of areas. The history of alcohol, and interdisciplinary alcohol studies, are growing fields, and I can add to them by writing the first definitive history of the temperance movement in Mexico. I will also contribute to the history and political science literature on state-building by arguing that this process is both contested and participatory, rather than one that takes place only at the highest levels of political power. My unique approach, which looks at the goals and actions of presidents, bureaucrats, and legislators at the national level, governors, mayors, and policemen at the state level, and ordinary people from all walks of life, will help to make this lesson clearer. Scholars who examine cultural revolution and temperance movements globally ought to find my research of interest, as well.

The grant would aid my professional development by helping me to gain further recognition as an expert in my field, and deepening my knowledge for use in the classroom. I am already on my way to being seen as one of the premier voices on the history of alcohol in Mexico. Not only have publishers approached me, but several other scholars have asked me to present my work with them in conferences, and I was sought out to be a peer reviewer on a book proposal about alcohol and drugs in Colonial Latin America. However, to cement this status, it is essential that I publish a book of my own. My research trip will also allow me to be a better teacher, for every trip to Mexico increases my understanding of its culture. More specifically, I will be able to present a more nuanced description of the Mexican Revolution to students in my Latin American history classes. World history students will benefit from my greater understanding of the general trends of state-building, revolutions, and social reconstruction projects. In fact, to add to our department's world history emphasis, I could begin to develop upper-division courses that look at these subjects comparatively in several different parts of the world. An FPDC grant could make all of these improvements possible.

**BUDGET SUMMARY**

<u>Project Budget</u>	<u>Proposed Grant</u>	<u>University Contribution</u>	<u>Other Revenue Sources</u>	<u>Totals</u>
Salaries/Stipends	2000			2000
Benefits	XXXXXX	360		360
Operating Expenses	50			50
Travel	1500			1500
<b>TOTALS</b>	<b>3550*</b>	<b>360</b>		<b>3910</b>

Operating Expenses-

\$50, archival photocopies and photographs (these are photocopies that must be made in archives in Mexico City and thus cannot be done in the department office).

Travel-

\$500, roundtrip airfare to Mexico City

\$50, taxi to/from airport in Mexico

\$50, subway tickets in Mexico

\$900, hotel in Mexico (\$30/day X 30 days)

## CURRICULUM VITAE

### **EDUCATION**

Ph.D., History, University of Arizona, May 2008

Major Field, Latin America

Minor Field, Art History

Dissertation Title, "Sobering the Revolution: Mexico's Anti-Alcohol Campaigns and the Process of State-Building, 1910-1940"

M.A., Latin American Studies, University of Arizona, May 2002

B.A., Interdisciplinary Humanities, Arizona State University, May 2000

### **PROFESSIONAL EMPLOYMENT HISTORY**

Assistant Professor, Shippensburg University, Department of History, Aug. 2009-present

Visiting Assistant Professor, Northern Illinois University, Department of History, Aug. 2008-May 2009

Adjunct Instructor, Indiana University Northwest, Department of History and Philosophy, Aug. 2005-June 2008

Teaching Associate, University of Arizona, Department of History, Aug. 2002-May 2004

Teaching Assistant, University of Arizona, Department of History, Aug. 2001-May 2002

Teaching and Research Assistant, University of Arizona, Latin American Studies, Aug. 2000-May 2001

### **PUBLICATIONS**

"Parades, Epistles, and Prohibitive Legislation: Mexico's National Anti-Alcohol Campaign and the Process of State-Building, 1934-1940," *Social History of Alcohol and Drugs* 23, no. 2 (Spring 2009).

### **FORTHCOMING PUBLICATIONS**

*From Aguardente to Zambumbia: A Social and Cultural History of Alcohol in Latin America*, edited by Áurea Toxqui and Gretchen Pierce (to be submitted to University of Nebraska Press).

"Plutarco Elías Calles," in *Alcohol and Drugs in North America: A Historical Encyclopedia*, edited by David Fahey and Jon Miller (ABC-CLIO).

"Fighting Bacteria, the Bible, and the Bottle: Projects to Create New Men, Women, and Children, 1910-1940," in *A Companion to Mexican History and Culture*, edited by William H. Beezley (Oxford: Wiley-Blackwell Press, 2010).

### **RESEARCH GRANTS**

Michael Sweetow Fellowship: University of Arizona History Department (May 2006)

Ramenofsky Graduate Fellowship: University of Arizona History Department (May 2006)

Fulbright-Hays Doctoral Dissertation Research Abroad Fellowship: United States Department of Education (Sept. 2004-July 2005)

Dr. Gretchen Pierce, Shippensburg University  
Faculty Professional Development Council Grant  
Archival Research on Anti-Alcohol and State-Building Projects in Mexico, 1910-1940

Sybil Ellingwood Pierce Fellowship in Southwest History: University of Arizona History Department (April 2004)

Hewlitt-Tinker Summer Research Grants: University of Arizona Center for Latin American Studies (May 2003; May 2001)

**SELECTED PRESENTATIONS**

“Temperancia: Por la Patria. Por la Raza’: Mexico’s National Anti-Alcohol Campaign and the Creation of a New Citizen, 1929-1940,” History and Philosophy Department Brown Bag, Indiana University Northwest, Sept. 2007

“Se prohíbe la cerveza y en cambio se tolera la venta de vino’: Popular Temperance Leagues and State-Building in Sonora, Mexico, 1934-1940,” Alcohol and Drugs History Society Session at the American Historical Association Annual Meeting, Jan. 2007

“Political Uses of Alcohol: The State and the Lower Classes in Colonial and Modern Latin America,” Alcohol and Drugs History Society Session at the American Historical Association Annual Meeting, Jan. 2007, (Panel Organizer)

“Sober Revolutionaries: Class, Gender, and Ethnicity in the National and Sonoran Anti-Alcohol Campaigns, 1910-1940,” Conference on Latin American History Session at the American Historical Association Annual Meeting, Jan. 2006

“Men Behaving Badly: The Reconstruction of Working-Class Masculinity and Mexico’s Anti-alcohol Campaign, 1929-1940,” Rocky Mountain Council on Latin American Studies Conference, April 2005

“From Crusading Women to Alcohol Monopolies, Mexico in the Post-Revolutionary Period,” Rocky Mountain Council on Latin American Studies Conference, April 2005, (Panel Organizer)

“Many Mexicos, Many Revolutions: The Case of Alcohol in Three Regions of 1920s and 1930s Mexico,” Tri-University and Phi Alpha Theta Regional Conference, Feb. 2003

“Pleasure Patrols: Anti-Alcohol Campaigns in Revolutionary Oaxaca, 1920-1924,” Rocky Mountain Council on Latin American Studies Conference, April 2002

REFERENCES

- Bliss, Katherine Elaine. "For the Health of the Nation: Gender and the Cultural Politics of Social Hygiene in Revolutionary Mexico." In *The Eagle and the Virgin: Nation and Cultural Revolution in Mexico, 1920-1940*, edited by Mary Kay Vaughan and Stephen E. Lewis. Durham, N.C.: Duke University Press, 2006.
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- Scott, James C. *Seeing Like a State: How Certain Schemes to Improve the Human Condition Have Failed*. New Haven, Conn.: Yale University Press, 1998.
- Tannenbaum, Frank. *The Mexican Agrarian Revolution*. Washington: The Brookings Institution, 1929.
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