

El Excentrico

Humberto Garcia Publisher

August 20, 1974



IRMA SERRANO & HER CARAVAN of STARS

Saturday, Aug. 31 - 7:00 p.m. — Sunday, Sept. 1 - 3:00 p.m.

SAN JOSE CIVIC AUDITORIUM

RUDY CASTILLO MOTORS INC.



Iz. a der: Rudy Castillo Jr. Pres
Rudy Castillo Sr. Gerente Gen.
Pete Rojas Vice-Presidente

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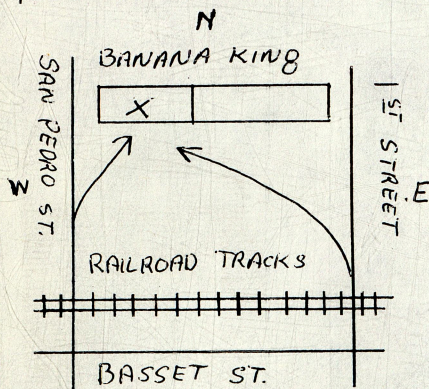
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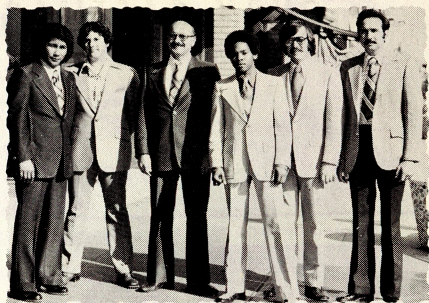
Berg's

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Ropa para el
Caballero Elegante

Iz. a der Robert, Lee, Bernie, Oliver
Tony and Mike

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Hasta las 6:00 p.m.
Los Viernes hasta las 7:00 p.m.
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HANK COCA

Owner of FURNITURE DISCOUNT
STORE located at 82 E. Santa Clara
Street, here in San Jose
was the recipient of a COMMUNITY
SERVICE AWARD

presented to him by the American GI
Forum, San Jose Chapter
in picture his lovely wife Naomi
poses with Hank.

(RICHARD DIAZ Photo)

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SANTA CLARA VALLEY
SINCE 1937



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Lena Manriquez Gomez
Director

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COMENTARIOS



PEDRO DILLON

**¿ES ESTE
tu
PROBLEMA?**



GUSTAVO es un joven ejemplar: alto, fuerte, elegante e inteligente. Desde la edad de seis años se dió cuenta de que era superior a sus compañeros. Sacaba mejores notas en el colegio, superaba a los demás en las competencias de atletismo y estableció su propio negocio mientras todavía era estudiante secundario. Leía mucho y profundizaba una cantidad de diferentes filosofías. Terminó sus estudios universitarios un año ante de lo común, y con el capital acumulado se estableció sin demora en su profesión.

La seguridad de que podría triunfar en cualquier actividad lógicamente influía en su actitud hacia los demás y hacia la vida en general. No sentía la necesidad de nadie y no quería buscar amigos íntimos, para que nadie se aprovechara de él. Mucho menos aún, sentía la necesidad de Dios. Aunque no negaba la existencia de un ser sobrenatural, simplemente creía que depender de El sería confesión de debilidad, y Gustavo no era débil. Cuando se encontraba con gente capaz que vivía en forma sencilla, lo atribuía a falta de ambición. Su propia aspiración era triunfar en cosas nuevas y cada vez más difíciles.

Sin embargo, hace algunos días pasó lo inevitable: le fue mal en un negocio en el cual había invertido mucho tiempo y gran cantidad de dinero. Se sintió aplastado. No habiendo fracasado nunca antes, no tenía resistencia ni sabía cómo reaccionar. No era la pérdida de tiempo y dinero lo que más le hacía sufrir, sino las terribles dudas acerca de sí mismo. Fue sacudido hasta las raíces. Puesto que no había aprendido a mirar más allá de los fracasos, vió una sola solución, e intentó suicidarse.

Debido a una combinación de circunstancias le fue salvada la vida y tuvo días de inactividad para reanalizar su carácter. Empezó por admitir que estaba equivocado en muchas cosas, que en cierto sentido el fracaso no era accidente, sino que era inevitable; estaba en él mismo. Tendría ahora que aprender a recibir y ofrecer afecto y reconocer que al final es imposible vivir para uno mismo. Además si todo lo que hacemos tiene relación con un propósito eterno, sea triunfo o fracaso, podemos mantener el equilibrio emocional, pase lo que pase.

¿Será éste tu problema?

Para muchos, el triunfo inmediato y total significa tanto que se dedican a una sola meta: ganarles a los demás, evitar el sufrimiento, y así demostrar su valor como persona.

Sin embargo, Dios nos ha puesto en el mundo para el desarrollo completo de nuestra personalidad, y por lo tanto los contratiempos son parte del todo. Nadie es completo mientras no reconozca su relación con Dios y con el prójimo. La autosuficiencia es el enemigo de la fe, y la persona muy capaz es la menos afortunada porque le cuesta más aprender esta lección. Mientras uno sigue recibiendo los dones de salud, inteligencia y buena educación sin preguntarse de dónde vienen y qué responsabilidad traen, vive en la fantasía de que se ha creado a sí mismo. Tarde o temprano llegará a la desilusión. La crisis que le suceda algún día no será casualidad, sino un paso inevitable en el desarrollo de su personalidad, o como se dice en términos más religiosos, la salvación de su alma. *

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Rosa Gomez
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To celebrate the 15th BIRTHDAY of
their daughter

Ruby Rodriguez

Her parents Mr. and Mrs. Rolando Rodriguez
request the honour of your presence at the

PRESENTATION MASS

On Sunday, the first of September, nineteen
hundred and seventy-four, at twelve-thirty

o'clock in the afternoon

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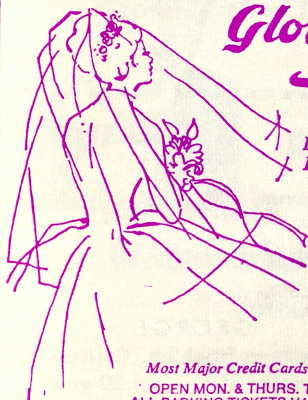
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9:00 PM

Balconades Ballroom
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286-8800 — 1560 N. FIRST ST.



*G
S
B*

*Mr. and Mrs. Adrian Valdivia
Mr. and Mrs. Basulto Barragan
request the honour of your presence
at the marriage of their
daughter and son*

Cecilia R. Valdivia

y

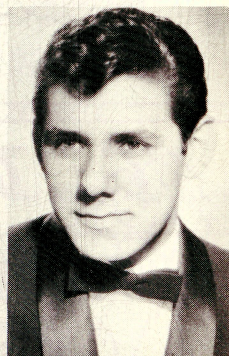
George Barragan

*On Saturday, the thirty-first of August,
nineteen hundred and seventy-four,
at ten o'clock in the morning
Saint Joseph's Church*

Market and San Fernando St., San Jose, California

CECILIA

Was born in San Diego, California
a resident of S.J. for 12 years
Attended San Jose High



GEORGE

Hails from Stockton, California
a resident of S.J. for 20 years
Attended Stanford University

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iz. a der: para atenderle Hector J. Villegas
Rudy Tenes y Pepe Valdez, Props.

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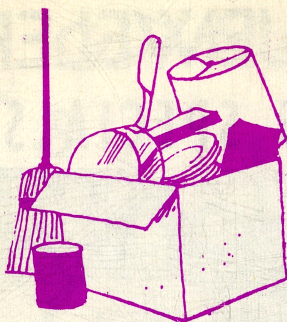
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Santa Clara, California

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y California Jewelers Association**



PLANNING TO RENT?

If you are planning to move into a rented apartment or dwelling, the Department of Consumer Affairs urges you to take a few precautions before signing a rental agreement. By investigating first, you may be able to prevent later misunderstandings.

Before you sign an agreement, find out what repairs you will be responsible for, and those to be paid by the landlord.

Read the agreement carefully, and be sure the responsibilities are stated clearly. Determine what will happen if you move before the agreement terminates and how much notice you must give before leaving.

Make sure you obtain a copy of the agreement, as well as any other regulations the landlord expects you to follow.

It might be wise to find out the owner's name, address and phone number.

Before you move into an apartment go through it thoroughly and make a list of any and all damage. Prepare the list in duplicate, date it and have the landlord sign both copies. Keep one copy for your records.

While living in an apartment remember you are usually responsible for damage beyond normal wear-and-tear. Needed repairs should be made as soon as possible.

When you move, ask the landlord to go through the apartment in your presence to determine the damage, etc., he is going to charge against your refundable deposit.

Under California law, regardless of whether the deposit was called a cleaning, damage, or rental deposit, a landlord may use it to pay back rent, clean the premises, or repair damages, but he must give back to you, within two weeks after you move out, any part of the deposit not used for these purposes. Non-refundable deposits or fees are not covered by this law as the landlord imposes these flat charges whether or not you meet your rental obligations.

Jess Garage

Taller Mexicano de Mecanica



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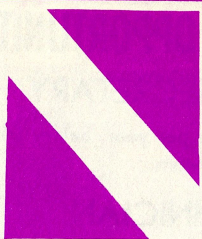


FOTO SOUVENIR

De la despanpanante cantante
ROSENDA BERNAL

Quien se presento en los Terrenos de la
Feria de Santa Clara el 4 de Julio



JORGE LABAT

El sensacional cantante - poeta
de moda posa con la lindisima

MARTHA NEVAREZ

quien es originaria de Mexico
La foto fue tomada en los terrenos de
la Feria de Santa Clara el 4 de Julio

MARTHA presta sus servicios en la
Discoteca No.1 - MUSICA LATINA
que se localiza al sur de la calle 2da.



SOUVENIR PHOTO

Con inmenso placer presentamos a este
Gran Conjunto LOS KONDES

Quienes tocaron para el United Food Drive
y recientemente en MARINE WORLD.

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11 mo. position, Salary \$639 per month. AA or AS Degree
desirable plus 2 years with service orientated program.

VETERAN'S AFFAIRS COORDINATOR

12 month position, Salary \$857 per month. Federally financed,
2 years experience with service orientated program preferably
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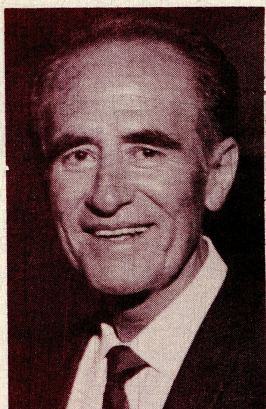
FINAL FILING DATE: September 3, 1974

Contact: Classified Personnel.

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2561 EL CAMINO REAL

Santa Clara, California



DE VISITA en SAN JOSE
Iz. a der: Alicia y Leon Vasquez
"CESAR " locutor de Radio KETY en
Salinas, California
y Angie Hernandez disfrutan de una
deliciosa bebida compuesta en el Salon
de Baile STARLIGHT DE ESTA CIUDAD.
(Foto RICHARD DIAZ)



FOTO SOUVENIR
El Cuatro de Julio del presente año en
los terrenos de la Feria del Condado de
Santa Clara se presento el popular
cantante de la juventud
CESAR ACOSTA
La señorita Lilia Rojas una ferviente
admiradora posa con Cesar.
(Foto Richard Diaz)



SAINT JOSEPH'S HILL OF HOPE SAN JOSE GUILD

The San Jose Guild for Saint Joseph's Hill of Hope will be sponsoring a 3 day Fiesta at the Chaco Stables 1 1/2 miles south of Bernal Road on Santa Theresa Blvd.

The Fiesta will open on Sept. 6th. at 6:00 p.m. with dancing, food, and drinks and on the 7th. and 8th. starting in the morning till late at night. The parade will open the festivities on Sept. 7th. The old world Mexican motif will be carried out with all the splendor of old Mexico. (1100
Avenue
St. Theresa
Bldg.)

There will be an old Mexican Plaza complete with shops full of beautiful wares and cantinos full of delicious food and drinks.

Music, dancing, and live entertainment will be part of around the clock activities. Come one Come all and enjoy yourself in Old California style.

It is the sincere hope of the San Jose Guild to make this Fiesta an annual function and a great attraction for all of Northern California.

Yours In Christ
Evelyn McConnee
President



COMITE DE LA COMUNIDAD PARA LAS FIESTAS PATRIAS

Organizing Committee for
Fiestas Patrias

1656 East Santa Clara Street
259-8651

Se formo el COMITE DE LA COMUNIDAD PARA LAS FIESTAS PATRIAS para festajar Las Fiestas Patrias bajo patrocino de la Confederacion de la Raza Unida. Son ocho (8) las organizaciones que forman parte de este comite: Veteranos de La Revolucion Mexicana 1910-1920; Club Acuna; Centro Comercial y Cultural Mexicano; Community Service Organization; Eastside Senior Citizens League; Human Development Foundation; San Jose Youth Commission; Banda de Guerra de San Jose.

El Concilio de La Ciudad aprovo los permisos a la Contederacion de la Raza Unida y le dio a la Confederacion la autorizacion al COMITE DE LA COMUNIDAD para que asi se quite ese mal entendimiento que tienen el manopolio de las Fiestas Patrias ya que pensamos que las fiestas pertenecen a la comunidad. Ojala que en el futuro ya no tengamos estos contra tiempos y que trabajemos juntos.

Para personas que quieran participar en el Desfile o Gran Parade llamen al senior Luis Gonzalez al telefono 923-4879 y para el Programa Oficial del 164 aniversario de la Independencia de Mexico llarmen al senior Nicolas Duran al telefono 251-7696.

EL COMITE para el concurso de la Reina de Las Fiestas Patrias invitan a senioritas de la edad de 18 a 26 anos que hablen espanol-ingles que se registren. Para mas informacion llamen a los telefonos 272-0693; tel. 259-8651; tel. 998-5355 y 251-2885.

Para mas informacion llamen a los representantes de la Confederacion de La Raza Unida. Senora Ernestina Z. Garcia tel. 259-8651 y a Senior Lino C. Covarrubia tel. 272-0693.

15 ANERAS BRIDES BRIDESMAIDS DESIGNING - ALTERATIONS



MARIA'S DRESS SHOP

Maria Flores, Prop.

Tel. 258-9445 2828 EL MONTE WAY

El Excentrico

25th Year No. 10

August 20, 1974.

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PUBLISHER

MARC GARCIA
EDITOR

RUDY BELLOUMINI
PUBLIC RELATIONS

BERT GARCIA
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PRODUCTION

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EL EXCENTRICO IS PUBLISHED SEMI-MONTHLY ON THE
5TH AND 20TH. SIGNED OPINIONS AND IDEAS EXPRESSED
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292-4273

274 Terraine Street

San Jose, Calif. 95110

*AS
JP*

Sr. Rafael y Sra. Guadalupe Saenz

Sr. Manuel Jesus y Sra. Ana Perez

participan a Ud. el enlace de
su hija e hijo

Guadalupe Saenz

y

Antonio Perez

Tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Sabado 3 de Agosto de 1974, a las 12:30
del medio dia

Iglesia Saint Joseph's

Calles Market y San Fernando, San Jose, California

Recepcion

Bit o' Sweden - 1310 Auzerais Avenue

4:00 a 6:00 p.m. Baile 6:00 a 10:00 p.m.

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RABINS FASHIONS - 'VERA'
323 Eastridge Mall
Eastridge Shopping Ctr. 238-2424

LETTERS
TO
THE
EDITOR



Prenda Amada

Madre, Mia, prenda amada
reña de mi corazon
Te dedico estas palabras
hoy que tengo comprension.

Cada cana en tu cabeza
significa un sufrimiento
Que as pasado en esta vida
vida que es un gran tormento

No hay amor tan profundo
ni con mas sinceridad
Como el amor de una madre
pues es lleno de verdad

Cuando me voy a dormir
Y me das tus bendiciones
Se que tu ruegas por tu hijo
con tus santas oraciones.

Que Dios te de mucha vida
como madre no hay mas que una
Y en el dia en que el te llame
se acabara mi fortuna

Jesus G. Castillo
1276 Whitton Ave.
San Jose, Calif. 95116

Obtenga su Revista
EXCENTRICO en las tiendas
que aqui se anuncian



MIKE'S BARBER SHOP

Nueva Direccion

MIKE DIAZ

571 E. SANTA CLARA ST.

MARTHA'S PLACE Restaurante Mexicano



ABIERTO de 9:00 a.m. a 10:00 p.m.
De MARTES a VIERNES
Sabado de 11:00 a.m. a 12:00 p.m.
Domingo 1:00 p.m. a 8:00 p.m.

Mariachis todos los Viernes
de 7 a 9 p.m.

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Ph. 294 - 2322

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247 - 8141 Santa Clara, Ca.

Para Servicio Profesional

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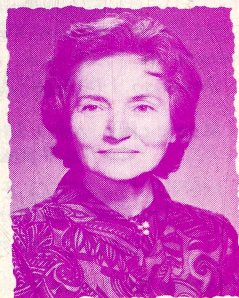
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and BOB MORA

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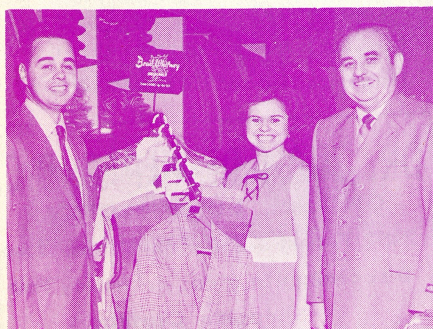
Grooms parents:

Francisco and Maria Mora

Bride's parents:

Joseph Hernandez & Maria Yslava

(MAC HERNANDEZ STUDIO)



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JUVENILE JUSTICE COMMISSION APPOINTMENTS



Charles H. Fikes, tool engineer, and Edward H. Camunez, director of community services for the Santa Clara County United Fund, were recently appointed to the Juvenile Justice/Delinquency Prevention Commission.

The commission is composed of laymen who serve as volunteer advisers to the County Juvenile Probation Department and the Juvenile Court.

Fikes, 36, is a San Jose resident and has been active in Junior Achievement Groups and in developing affirmative action programs.

Camunez, 58, also a San Jose resident, was given the Distinguished Citizen Award this year by the San Jose City Council following 15 years of community service work.

Camunez has been chairman of the Youth Opportunity Center Advisory Committee and the Neighborhood Youth Corps Advisory Committee. He has been a staff representative of the Santa Clara County United Fund since 1965.

Camunez is married and the father of two.

Fikes is married and has two children.

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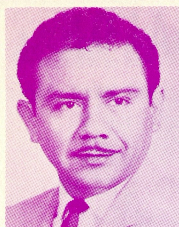
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Club San Felipe



Candy Veliz

August 8th has to be a very shameful day for all Americans. It is only weak men that rejoice when a big man tumbles and it's not Mr. Nixon that matters but our country that is being dragged through the mud and in the eyes of the world we must look like the scum of the earth. So let's let Mr. Nixon disappear from the scene as soon as possible and let's try to regain our dignity and carry on in the best possible manner and make our country the best in the world. Remember we have been knocked down before but we can put on a hell of a fight when we get up and just like before we shall win again.

GRAND OPENING

Muebles De San Jose introduces Muebles De a Hacienda in a Grand Opening on August 30, 31, Sept. 1st and Labor Day, Sept. 2nd. Mariachi's bands, refreshments and food for a Gala Grand Opening with the best furniture at the lowest prices. Felix Nanez, Rene De Luna and Candy Veliz will be there to serve you. If it's furniture you need Muebles De Hacienda is the place to get them. Everybody is invited with or without money. It's at 226 South 1st in San Jose.

Bobby Clubb Sanchez has started the Del Rio schools exes association. He tells me that they are not trying to compete against anybody they will cooperate with everybody. They will be working to set up Alfredo "Chongo" Charles Scholarship which will be awarded to a deserving Mex.-Amer. I can't think of a more noble cause. Club San Felipe congratulates them and wishes them the best of luck.



The Villalobos Family, that is, Alfredo &

Emma Villalobos are full of joy after having as their guest for a week Al's father, Mr. and Mrs. Alfredo Villalobos, Sr. Club San Felipe joins Al and Emma in wishing Alfredo Sr. and Grace a safe return to Brawley and hope they can soon visit again. Needless to say they are always welcome.

WEDDING BELLS

Congratulations to Tita Rodriguez and Robert Sandoval, they recently became Mr. and Mrs. and we wish them an eternal honeymoon.

Club San Felipe expresses its sympathy to the Puentes family in the loss of their beloved one, Mrs. Virginia Puentes. May she rest in peace.

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(MAC HERNANDEZ Photo)



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Bulk Meat and Food Plans May Not Be a "Bargain"

The Department of Consumer Affairs and the Department of Food and Agriculture warn consumers to beware of bulk meat sales and food plans.

Just because you are buying a large quantity you may not be "getting a bargain." Prices are often higher than you would pay in a retail market and the quality may be lower.

The departments urge consumers to follow these tips before purchasing bulk meat or food or signing a food plan contract.

1. Ask about the quality of the products you will be purchasing. Make sure the products you buy are not substituted with inferior items.

2. Ask for an itemized list of specific cuts or amounts of each product purchased. Often in bulk meat sales consumers think they will receive many steaks but end up with just a few steaks and a large amount of ground beef. You aren't getting a "bargain" by purchasing food and meat neither you nor your family likes to eat.

3. Compare costs with retail prices. Check and consider the cost of freezers, locker storage, cutting and packaging.

4. Read and study any labels, advertising, and contracts. Resist high pressure sales methods and "bargains" that are "your last chance."

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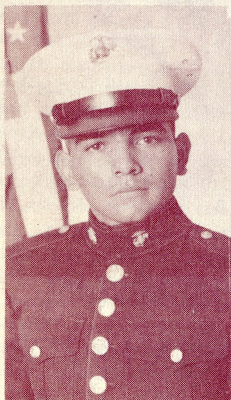
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As

*Sr. Rafael y Sra. Lucy Sandez
Sr. Marshall y Sra. Tomasa Soria
participan a Ud. el enlace
de su hija e hijo*

Alicia Sandez

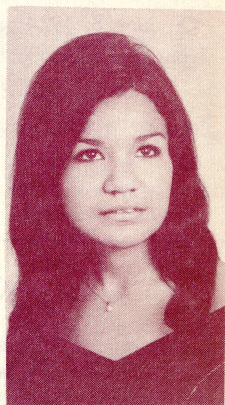
y

Anthony Raymond Soria

*Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Sabado 31 de Agosto de 1974, a las 2:00 p.m.*

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ANTHONY

is a native San Josean
Attended San Jose City College

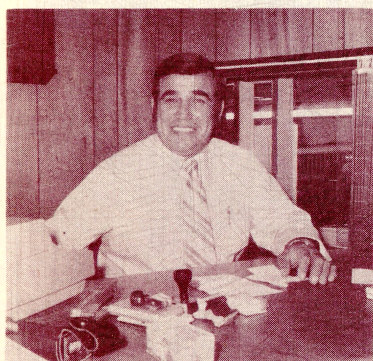
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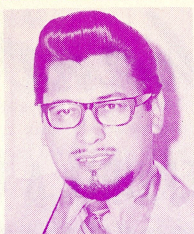
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275 - 1480 275 - 1485



CRITICA SOCIAL

por
Rudy
Belloumini



"Yo no puedo someter a injusticias, ni las de poca importancia. Una vez que uno se somete a injusticias sin darles importancia y las razonean para que así se vayan, sus recogidas provocan una gran opresión. Así es como mucha gente ha caído a la esclavitud.

—Martin Sostre. I cannot submit to injustices, even minor ones. Once one starts submitting to minor injustices and rationalizing them away their accumulation creates a major oppression. That is how entire peoples fell into slavery.



STEVE MANLEY, a "white Anglo attorney with a brown CHICANO heart," was honored at a testimonial dinner held on Friday, August 9 at the Fiesta Latina Hall in S. J. Atty. Manley, director of the LEGAL AID SOCIETY of Santa Clara has always been in the forefront for CHICANO and other minorities in the struggle for their civil rights. Everybody and anybody who is a somebody attended the gala affair to show support and high esteem for Señor Steve, "el guero." The main purpose for this fiesta was to raise funds to help pay Atty. Manley's hospital expenses for a recent accident at home. It is my understanding from reliable sources that he slipped and fell while trimming branches off a high tree and banged his head on the cement. Welcoming remarks were made by Jose Lopez and M. C. by Atty.

Jim Ono. In the first set of pictures with Atty. Manley are: Jose Lopez, Sen. Arlen Gregorio (Democrat-San Mateo), Vice-Mayor Janet Gray Hayes and her husband, Dr. Hayes; sitting next to the guest of honor is Jack Brito. Others are: Señor Ramirez, Frank Coronado, Mr. Zamora, Rocky Diaz, Señores Bob Escobar and Atty. Bob Aguilar.



In the second set of pictures are: Vice-Mayor Janet Gray Hayes. Bottom picture shows just a few of the many admiradoras por el abogado, Steve Manley. "El hombre verdaderamente honrado es el que no se ofende por nada." —La Rochefoucauld.



MARIA VICENTA LOZADA, 19, was selected as the FILIPINO QUEEN in honor of Philippine Week held during this month. Top picture with the Queen is her court of
(continued next page)

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Alberta Baumberger, retired social worker, discusses changes in social work with Bernard Farkas, head of the North County Social Service District Office, that have occurred in the last nine years since her retirement. She was supervisor of the North County office when it opened in 1955.

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CRITICA SOCIAL (CONT.)

princesses and bottom picture are her parents, Mr. and Mrs. Benedicto Lozada, her escort, Señor Alex Alava and many friends and admiradores. A week-long celebration of Filipino cultural awareness was held with a ceremonious flag-raising of the Philippines national flag at City Hall. Continuous activities were held at the Filipino Center, 635 N. 6th St., in S. J. with food booths, game booths, tournaments and entertainment. Among the featured entertainers were the Karilagan Philippine Dance Co., and the International Childrens' Choir of the Robert

Smith Foundation, singing all Filipino songs. Photos courtesy of SAWI. (A special note of thanks to Dr. Manuela Fernandez-Gomez, M.D., for furnishing the above information, muchas gracias Dr. Gomez).

NOTA: The first annual conference of Puerto Rican Women will take place on Saturday, August 24 from 9:30 a.m.-5:00 p.m. at 1855 Folsom St., in S.F. Guest speaker is Ms Carmen Rosa Naymi, Director Women's Bureau, Dept of Labor, Washington, D. C.



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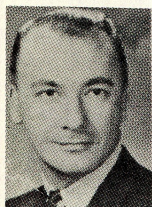
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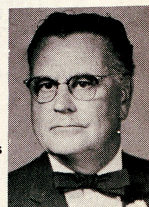
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DM*

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Sr. Rodolfo y Sra. Guadalupe Martinez
participan a Ud. el enlace
de su hija e hijo*

Blanca Elvia Ramirez

y

Rodolfo Martinez, Jr.

*Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Sabado 7 de Septiembre de 1974, a las 6:00 p.m.*

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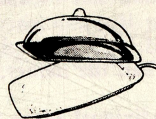
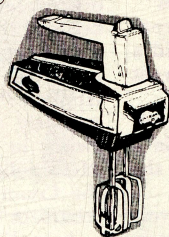
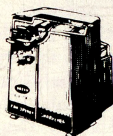
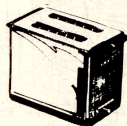
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DRUNKEN DRIVERS GET PROBATION

If used to be that if a motorist was convicted of drunken driving he or she paid a fine, if the person had the money, or went to jail.

After that the individual often was back behind the wheel of a car, sometimes in a bleary-eyed condition, as soon as he or she could find the car keys.

Nowadays many convicted drunken drivers have to go through a period of probation in which the County Adult Probation Department attempts to change the individual's way of behaving.

More than 1,200 drivers have been granted probation by judges in the six months from January to July 1 compared with approximately 200 in that period of 1973, according to Gerald M. Gruwell, supervising probation officer.

The program became mandatory January 1 for all drunken driving "repeaters" and it can be required for first offenders if the judge feels it would be beneficial.

The court refer the drivers to the department's investigative section. A study is made of the person's background, and if granted probation under the auspices of the Adult Probation Department, then he or she is

placed in a program which the probation officers feel will be suitable to the particular needs of the individual, Gruwell explained.

The program makes use of the services of a number of agencies. These include the Applied Principle of Alcoholic Recovery, a privately funded agency with long experience in the rehabilitation of alcoholics; Metropolitan Adult Education classes and the County Health Department's alcoholic treatment centers.

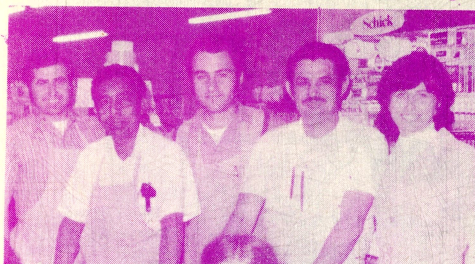
According to Brad Treadwell, supervisor of the adult probation alcoholic unit, there are two principal approaches used with the alcoholic.

These are alcohol awareness programs and alcoholic treatment programs. An awareness program is chiefly educational and it stresses facts and information on the effects and consequences of over drinking. It often includes films and other graphic material showing the results of drinking and driving.

The treatment programs, usually conducted by the County alcoholic centers, include counselling and even hospitalization for severe cases, possibly placement in "half-way" houses.

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Todd

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PHOTO by RICHARD DIAZ

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If I marry this girl, should I tell her about my brother, who is a Union Business Agent?

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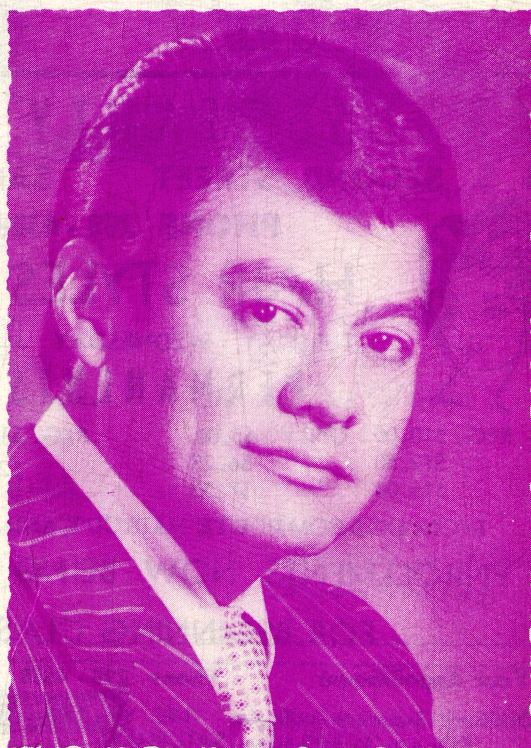
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