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27th Year, No. 24/ March 20, 1977



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Boy Scout FUND DRIVE

The Santa Clara County Council, Boy Scouts of America is now raising funds for the support of the Scouting Program in central and east San Jose.

Dr. John de Heras, Finance Chairman of Sierra District, urge everyone who wish to help the Boy Scouts to enroll as a Sustaining Member for a donation of \$25.00 this year.

Dr. De Heras' goal is to raise \$13,000.00 for the benefit of the cub scouts and boy scouts of downtown and east San Jose.

Local merchants and community leaders or any individual who wish to help in the campaign may make a check payable to the Boy Scouts of America, (BSA) Santa Clara County Council, and mail to Dr. John De Heras, at 2351 Forest Ave., San Jose,

Ca. 95128.

Your tax-deductible donation will be highly appreciated and will insure a continuous Scouting program for our youth in this county.

Members of the Sierra District Finance Committee: Dr. John De Heras, Chairman; Gus Olmedo, District Executive and Campaign Coordinatoar; Morton Saunders, Scout Family Chairman; Bob Ellington, Zone Chairman; Frank Estrella, Zone Chairman; Rudy Perez, Zone Chairman; Albert Grenzer, Zone Chairman; Gilbert Balderas, Community Campaign Chairman; Helen Zamora, Community Enroller; Josie Ybarro, Community Enroller; Steve Hurt, Community Enroller.



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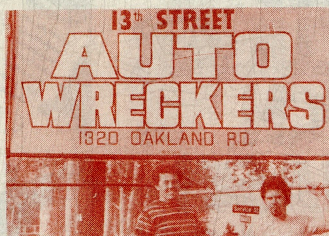
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Publishers/
Bert Garcia, Marc Garcia

Editor/Marc Garcia
Director/Bert Garcia
Production/Manuel Fernnandez,
Steve Costella

Photographer/Richard Diaz
Public Relations/Rudy Belloumini
Sale Representatives
Joe Marquez, Cora Jiminez

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Articles appearing herein are the opinion of the respective authors and do not necessarily represent the beliefs of El Excéntrico nor its sponsors.

27th Year, No. 24/March 20, 1977

El Excéntrico is published bi-weekly on the first and third Saturday of each month. Its circulation reaches 35,000 Mexican-Americans in Santa Clara County at each printing. Closing dates are one week prior to publication. Advertising rates are available on request. Subscription rates are \$7.00 per year.

Letters to the Editor, comments and story suggestions are welcomed and encouraged.

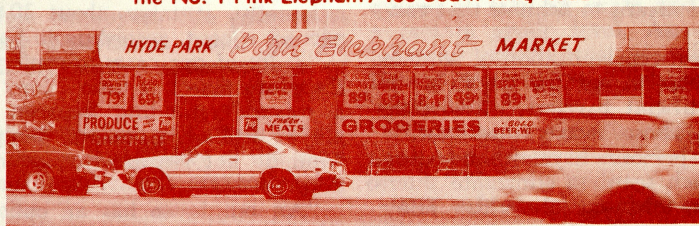
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Interview With DANIEL CAMPOS

by Therese Beaver

"Affirmative Action is a highly complex program," began Daniel Campos, San Jose City Affirmative Action Officer.

"It offers equal opportunity in employment to all minorities and women," Campos explained in an interview with EL EXCENTRICO Magazine.

He added that it is the policy of the City of San Jose to "provide equal employment opportunity to all persons regardless of race, color, religion, sex, or national origin."

Equal opportunity and affirmative action have a close relationship, according to Campos. He said equal opportunity is a condition and affirmative action is the means to achieve that condition.

The lack of representation of women and minorities in certain job fields is due to "artificial barriers," according to Campos. These barriers are specific aspects of a personnel system or testing process which seem to eliminate them from certain jobs and job fields. They affect the selection process but really have little significance on an individual's ability to perform a job, Campos said.

He cited an example where people discharged from the armed services are given preference credit. The problem is most of these veterans are males, giving them top priority.

"The solution is to get rid of these artificial barriers," Campos emphasized.

Another example is the 5'7" height requirement for Firefighters. A city pamphlet says "Asians, Filipinos and Chicanos tend to be short; and the height requirement tended to screen them out in favor of taller Anglos." After court action, the requirement no longer exists.

The main focus on affirmative action began at the federal level with the Civil Rights Act of 1964.

"It was left up to the goodwill and good hearts of employers to hire equally. Yet it did not happen. It was just

talk and no action, Campos said. "There was no teeth to the Civil Rights Act."

Between 1964 and 1972, the Equal Employment Opportunity Act strengthened the Civil Rights Act. In 1972, a commission was given the power to investigate complaints against private and public employers.

"Prior to 1972, I did not think the Equal Employment Opportunity commission (EDOC) was effective. It's gotten better, although they are still plagued by a lack of funding and poor administration," Campos said.

A city pamphlet states, "There is a two-and-a-half to three year backlog of complaints on file at the EEOC," which in itself, "makes it ineffective," said Campos.

At the state level, the Fair Employment Practices Commission (FEPC) has a heavy work load also, although "they do depend a great deal on the compliance of cities. We police ourselves," Campos added.

Locally, it takes about 30 days to process a case, according to Campos.

"A lot of our cases are informal and therefore take less time. Many are just a misunderstanding between an employee and management, Campos said, "and do not require intense investigation."

"An employee has an option to go where they want to file a complaint, but we encourage them to start here. If they are not satisfied, they can go one step higher," Campos added.

There are seven important penalty actions taken when an employer is found guilty of discrimination.

1.) A cease and desist order can be issued to stop all hiring.

2.) An employer must reimburse for back pay.

3.) Employees terminated due to discrimination must be reinstated.

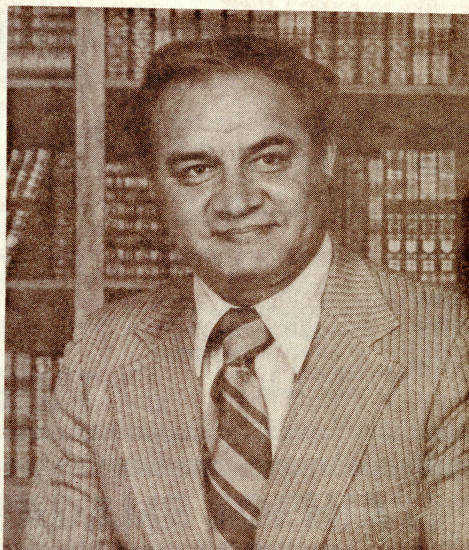
4.) Employers must implement institutional change in personnel systems.

5.) Employers must establish quota hiring systems.

6.) Employers must develop satisfactory Affirmative Action Plans.

7.) Employers must eliminate artificial barriers to employment.

Anyone of these penalties can be enforced by an affirmative action agency when an employer is found guilty of discrimination.



San Jose employees file grievances with their department head, the department affirmative action officer or Campos.

After investigation and consultation, Campos decides the validity of the complaint and recommends corrective action.

"It's a highly controversial program. There are always two sides to it. What is equal to some is not equal to others," Campos explained.

"There are certain guidelines that must be followed for equal employment," he added.

First, all potential employers are re-

quired to take an exam and pass it at a certain grade level. An oral exam follows, which must also be passed. People are put on a list according to their scores.

"Because of past discrimination patterns, some form of discrimination still occurs," Campos said.

The victims are women and minorities, according to Campos, because they are not adequately prepared for the exams.

"I am not against special training, tutoring or preparation for the exam for the minorities to give them an equal chance to pass the test," he said.

"We may not agree because people

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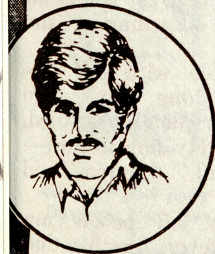
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have life-time attitudes instilled in them. But I always like to respect their opinions," Campos emphasized.

He added, however, what is really measured when one takes an exam is that you can pass an exam.

"The key is performance," he stated.

To ensure the appropriate performance, a probation period is set for each job classification.

"As a rule, it generally is one year. It does happen that people are terminated during this period," Campos said.

"Our job is to hire them. Their job is to perform. That's an individual responsibility," he added.

The employers' responsibility is to eliminate employment discrimination. A city pamphlet defines discrimination as "the denial of equal employment or promotional opportunities to a person simply because he or she is a member of a particular racial or national group." It goes on to say sex can not be a basis for denial of employment either.

Campos said discrimination occurs in many aspects of a job: pay rates, benefits, promotions, firing, layoffs and even in the beginning with advertising for the job and the hiring practices.

"Discrimination is one of the most difficult things to prove. It is such a subtle thing and is so easy to disguise," Campos explained.

Because it is hard to prove, many employees hesitate to file a complaint, according to Campos.

"But discrimination is still there. However, the law is such that it can be justified by an incident that is not very clearly defined," Campos stated.

Discrimination occurs more among women than minorities, according to Campos.

"The struggle for equality is much tougher for women than for minorities, Campos said, "because the power structure is composed of white males.

"People's reasons for discrimination against women are highly subjective. They feel that women can't do physical prate because they should be at home work or that a night job is not appropriate at that time," Campos said.

The main valid reason Campos accepts for a woman not being considered for a position is the lack of qualifications.

"Our experience has been- by a majority- that the belief that women can not work in certain occupations is a myth," Campos stated.

He cited the success of women in the Police Department as an example.

"They are doing a commendable job," he said.

"People's attitudes change once they see women work out in these jobs.

"But we still have the stereo-type roles minorities and women are placed in. For some people, there is no way you are going to convince them women can do the job," Campos added.

Having served in the police force for 15 years, Campos said he realizes the importance of women and minorities on the force.

"In San Jose, 22 per cent of the community is Spanish-speaking, yet out of 736 police officers, only 30 to 40 are bilingual," Campos explained.

While on the police force, Campos served primarily in community relations activities. He was on the Patrol Division, a member of the Chief of Police staff, an instructor on Police Community Relations at the Police Academy, a Model Cities Coordinator, a member of the Community Service Bureau and an administrator for a federal grant on "Combating Felonious Crimes."

Campos' vast and varied experience have helped make San Jose's Affirmative Action Program successful. According to a city pamphlet, "San Jose was the first city in Santa Clara County to develop and implement an Affirmative Action Program." A FEPC survey shows many cities have a policy statement but no program or staff.

San Jose's plan, adopted by the City Council on May 21, 1973 is "one of the best in the country," according to Campos.

"I feel comfortable with our program. We have a long way to go though. I'm not completely satisfied, but measured from day one to now—yes, we're successful," Campos said proudly.

"I hope someday all people are treated equally. However, I realize that is an idealistic goal," Campos concluded.



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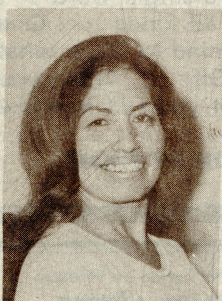
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Helen Gutierrez Confirmation Name: Cecelia
Lupe Gutierrez Confirmation Name: Bernadette
Sponsor Mrs. Lupe Gutierrez

Date: March 8, 1977 at Saint Leo's Church

Bishop: Norman F. McFarland, D.D.

Parents: Charles and Lydia Gutierrez

Club Estrella FESTIVITIES

Club Estrella, a non-profit social club and long established in the Santa Clara Valley, invites readers of El Excentrico to attend its Mother's Day Tardeada, Sunday, May 8, 1977. A buffet lunch,

entertainment, raffles, door prizes and dance contest will highlight the day's festivities.

Buffet and entertainment from 1-3 p.m.; dance from 3-7 p.m. Call Louis Salas at 244-6956 for ticket information. The event will take place at I.A. of M. Hall, 655 Vaqueros Ave., in Sunnyvale, of course.



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Sr. Gonzales—Gracias, doctor.

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Sr. Gonzalez; — WHAT?

REPRESENTATIVE — He has never operated before, but he deserves an opportunity. He is under a special program that gives preference to minorities. We have already lowered our expectations in regard to his qualifications and now it is up to you to add to the continuation of his education . . .

Sr. Gonzalez; — See here, it is my heart, and I don't care if the doctor is black, white, yellow, green or blue . . . I WANT THE BEST DOCTOR IN THIS DARN HOSPITAL!

DANGER - BEWARE!

If you are a rat, a Canadian rat, saccharine is bad news for you; it produces cancer.

GLORIA SWANSON, 78, for whom I was named, long ago and far away . . . just married a vegetarian author. The couple fell in love over a discussion of herbs, diets, and no nos in food fads. Gloria gives credit for her youthful outlook on life and appearance to the fact that she has completely banished from her diet any kind of sugar.

NAUGHTY DOLLARS ARE COMING BACK TO MEXICO

Twenty five per cent of the capital that "flew over the cuckoo's nest, is returning like the swallows to Capistrano.

GUSTAVO ROMERO KOLBERCK, Director of Banco Nacional de Mexico, said to several American economists that one thousand million dollars were deposited back in the last two months.

However, millions more are still kept between mattresses, by many middle class Mexican businessmen.

Romero Kolberck emphasized that the Banco Nacional de Mexico has excellent credit ratings which it has maintained over the last 40 years.

Mrs. Pierre Eliot Trudeau — is becoming more than liberated. She is in New York visiting Yasmin Aly Kahn, daughter of Rita Hayworth.

But a funny thing happened to her on her way back to Yasmin's mansion . . . she spent a couple of nights in the same hotel where Mick Jagger and the ROLLING STONES were staying.

Spring fever perhaps, but rumors claim that Margaret Trudeau and Mick Jagger are in love. While, back at the ranch in Santa Ana, Ca., Yasmin's marriage may be committed to a mental hospital.

FROM "FUN WITH DICK AND JANE"

"Pardon me—said Dick to Jane—would you mind if I kiss you in a public place?" Said Jane to Dick: "No really! I would mind if you kiss me in a private place . . . in a public place."

MARLO BRANDON IN MEXICO CITY

Seeking a loan from Banco Nacional — where all the dollars are shoring—

In perfect Spanish he said: "Quiero me presten mucho dinero."

Marlon wants to make a movie about what the Mayflores did to the Indians.

ANITA BRYANT AND GAYS

The singer and orange commercial gal is indignant at the flaunting of homo-sexuality by teachers in her district.

Nobody asked this dum-dum's opinion but as always I am volunteering it.

I believe that sexual preferences should not be an issue. What would happen for instance if a woman teacher would say: Don't discriminate against women who masturbate, and went around campaigning, lecturing and defending the practice?

The gays want the issue "out of the closet." I don't know where issues are kept but this one should not be the

business of education to resolve.

POOR BARBARA WALTERS

"I was lonely, skinny and not terribly pretty . . . I didn't know fathers were supposed to come home for supper."—BARBARA WALTERS.

"You are a marvelous girl — but stay out of TV!" — A TV producer's advice to Barbara Walters in 1957.

Barbara's favorite motto: "I am the way I am; I look the way I look; I am my age." Barbara Walters has become one of the most successful women in television. She was born, September 25, 1931. A Libra, and a Number 3 in Numerology — everything she could possibly want out of the stars and numbers — she is. Diplomacy, personality, projection, grace, communications, drive and sticktoitiveness!

"I am not beautiful, slick or glamorous . . . anybody can be like me."—Barbara Walters. Sure. False modesty? You bet! And the one million dollars a year ABC baby knows it.

YEAR OF THE SNAKE

This is the year of the snake, but at least one specie, the rattlesnake, is having a terrible time in Taylor, Texas, where the grown-up Boy Scouts or rather grown-up macho boys are bagging the snakes, smoking them out and playing and tormenting the reptiles.

"I don't care if they are poisonous, they were not created to provide a source of entertainment." — exclaimed one of the darlings.

COMMERCIALS

"You call it corn," she calls it meheis, we call it maiz, the Italians call it salare and the Spaniards never heard of it before the Conquest of America.

BUENOS AIRES, ARGENTINA

Un che'muy inteligente, is coming to Sacramento. Oscar Panno who is the greatest chess player ever produced by South America, will give an exhibition and will play chess at a rate of \$5 per board.

An accomplished linguist, he speaks Russian, Italian, Portuguese and English.

He said that inflation is rampant in Argentina — 300 per cent over 1967, and that in order to support his wife and three children in the affluent way which they became accustomed, he has to travel all over the world working hard in the field he has championed.

Other Argentinians famous chess players are Antonio Quinteros, and Henrique Mecking.

WOMEN

Carter has now two women in the cabinet.

Some senators keep them in a closet!

Well, all is well. Ciao mio amore! Au revoir mon cheri papà! Hasta la otra ché!

Take thy leave my lad, and go to the forest and examine thy traps. As for thou, my fair lady, surround thyself with beauty and wait for thy master. Shalom, joy and love!



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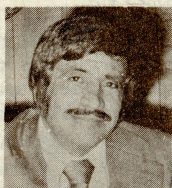
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**Opinion by
Luis G. Juarez**

"CHICANO" A Term for Identity

by LUIS G. JUAREZ

As a columnist on Mexican-American topics, I receive my share of calls and letters from those who follow this column. As can be expected, there is criticism to some of the thoughts I express.

The complaints most often registered with me are in opposition to the use of the name Chicano in referring to Mexican-Americans.

There is no question that many people of Mexican origin in this country feel insulted when they are called Chicanos or object when others of the same ethnic background refer to themselves as Chicanos.

Generally, there are two groups of Mexican-Americans who resent the use of the name Chicano. The group that has crossed the cultural line and has become almost totally "Anglocized", the other is found at the other extreme of the cultural spectrum, and this group may be recent immigrants or older people who have retained their Mexican culture.

The fact is that the word Chicano as a name for the ethnic group has become necessary as an identify. The Chicano, after all, is the result of an unstable and precarious melting of the Spanish conquest, geography, politics, racial discrimination, Anglo-Saxon values, and cultural residual from Mexico.

The name Chicano has been primarily adopted by the younger generation of Mexican-Americans. These are young people who do not have either a Mexican or Anglo image of themselves.

These are second and third generation Mexican-Americans who have

grown tired of negating their ethnic origin.

They are people who carry strong ties to the Mexican culture and cannot and do not feel acculturated in the predominant Anglo society.

It is easy for people to say why don't they call themselves Americans as the rest of us do? After all, is it not what they are?

The same people further point out that this country is inhabited by people who came from many parts of the world, and they have become Americans and their children and their children's children do not call themselves German - Americans, Irish-Americans, etc.

This is true. However, there is one important factor that needs to be taken into consideration. Migration to this country from Europe, Asia, Africa, and other parts of the world took place during specific periods of time in our history, then it virtually stopped.

Migration from Mexico in large numbers has been more recent. During World War II, hundreds of agricultural workers came and many never returned to Mexico. Many of them returned later, and others are still coming.

Because Mexico is our neighboring country to the south and we have a higher standard of living, this country attracts many Mexicans who come here legally and illegally. This migration has been heavy and constant. The young Mexican-American, therefore, is caught between the two cultures that pull and push him with equal strength.

In this country, people refer to him as a Mexican. He heard this all his life. When he goes to Mexico, they don't accept him as a Mexican, and he does not feel like one. In this country, he does not have an Anglo image of himself.

That is why Mexican-American activists have adopted the name Chicano. It is an act of defiance, but also a name they can call their own.

The Chicano civil rights movement is a healthy one. They are simply trying to modify the system so they can grow in it. They want their rightful place in this country. They are merely fighting to become "Americans."



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Garza jabs bureaucratic 'windmills'

by Doreen Carvajal

San Jose Councilman Alfredo Garza views city government like a man gingerly looking at dirt under the rug.

Despite his willingness to be involved in government, Garza is dismayed by the inadequacies its bureaucratic administration masks.

"Government is very interesting," he mused. "If I didn't have the spirit of a Don Quixote I wouldn't survive."

Appointed to a vacant council seat in 1971 and elected by a 60 per cent vote in 1973, Garza is San Jose's first and only Chicano councilman.

He calls himself a populist at heart—one of the people. "The working man, the plumber, the waitress, the migrant worker . . . these are the people I represent."

Garza's own family were migrant workers who followed the fruit crops from El Paso, Texas as San Jose, where they settled after his alcoholic father deserted them in 1946.

His tailored business suit and white collar job with a title company may belie his past, but Garza maintains a keen political sense of street survival not taught at his alma mater, SJSU.

"They (council) made me run the hoops for my appointment. They told me 'Al, go to the Oriental community and black community and see what they think of you.' I went out and got three major group endorsements. I went to the Chamber of Commerce . . . They asked me how many homeowner association I knew. I visited them.

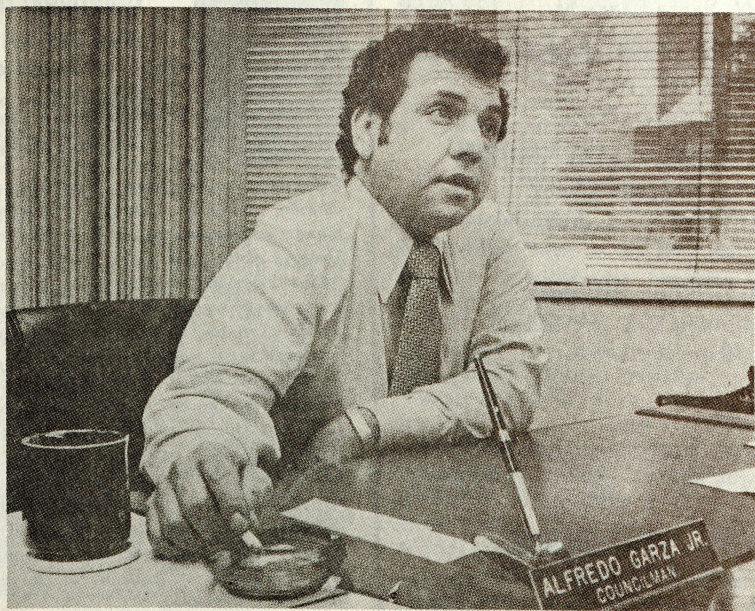
"You know, they wanted to appoint Roy Naylor for another vacancy at the same time but he didn't even want it. They finally chased him down in Oregon somewhere," he said.

Garza readily admits he would not be a councilman today if it hadn't been for his appointment.

He ran unsuccessfully for a seat in 1971 against Mayor Janet Gray Hayes before his appointment and election in 1973.

In his first campaign, Garza said, he lacked the exposure and organization to attract a wide following in San Jose's at-large election system.

Garza bristles at a 1973 San Jose Rand study which labeled him the "Anglo's Chicano" for running a homeowner's campaign during his second race instead of emphasizing his Mexi-



can-American background.

"What the Rand study doesn't say is that if I had been a homeowner in 1971 I wouldn't have lost," he explained.

Garza blames the San Jose City Charter for stifling the election process and government administration.

"The charter was good for the '50s and '60s but San Jose is much too large to have part-time government. The charter says he can only make policy.

The councilman also suggests changing the city's current method of electing council members at-large to a district system.

"If we had district elections you sure wouldn't have council sitting on its duff and priding themselves on voting 'no' whether it's intelligent or not," he said.

Garza predicts council representation would drastically change if the charter were reformed.

"The constituency would sure as hell demand accountability. People would start being served unlike they are now," he said.

In the tradition of the "Knight of the Woeful Countenance" whose spirit he claims, Garza enjoys taking a jab

at some of San Jose's more spectacular windmills.

He is leery of the city bureaucracy.

"The inculcated administration is reluctant to have its veneer scratched by a lowly council person. I am not one who believes the city administration tells me everything I need to know. Administration has the attitude that people just get in the way," Garza asserted.

He distrusts current proposals which would ultimately limit growth in San Jose.

Garza called councilman Jim Self's latest plan to link housing and industrial growth together, "the newest flash-in-the-pan idea. They are playing upon the fear of inadequate service. On what basis is there a correlation between residential and industrial development?"

The councilman charged that the plan is essentially a "backdoor tax." Housing construction would be limited by the plan, he said, but demand would remain constant. As a result, assessed valuation on housing would inflate



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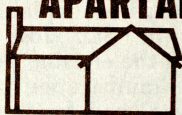
since it is based upon the price the market is willing to pay, which would be considerably higher during a housing crunch," he said.

"Oh, I could speak on and on," he sighed. "I've been disgusted by government, but I'm not turned off yet.

"The day I lose my idealism and my dreams no longer exist—that is the day I'll quit government," he said.

To dream the impossible dream.

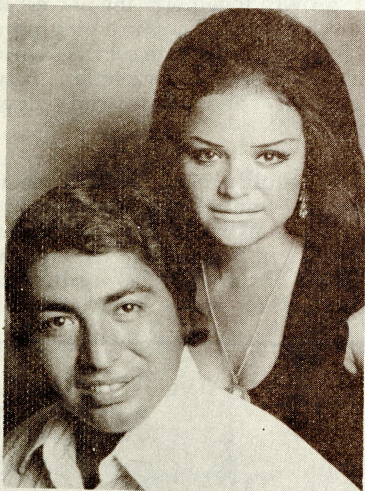
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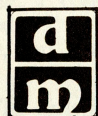
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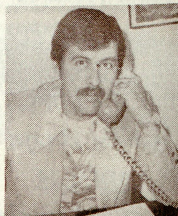
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GALERIA DE LUCHADORES

Dr. Jose P. Lujan



En la fronteriza Ciudad de El Paso, Texas. Nació el Doctor José P. Luján, en la misma ciudad hizo sus estudios primarios y terminó su High School. Al terminar sus estudios de High School trabajó en un taller de reparación de radio y televisión como aprendiz, después de tres años llegó a ser técnico en reparación de radio y televisión, fue llamado al servicio militar y se dio de alta en la Escuela de Oficiales como aspirante, hizo su entrenamiento en tres meses; estuvo en la reserva en Fort Bliss, Washington y New Orleans, prestó sus servicios por siete años, después entró a trabajar en la NASA en las computadoras del proyecto Apollo. Mientras trabajaba en las computadoras de la NASA siguió estudiando hasta que logró obtener su Bachillerato en Ciencias.

José siempre quiso estudiar Oftometría y renunció a la NASA para poder dedicarse a estudiar su carrera; durante cuatro años estudió para obtener su título.

Abrió su clínica en Los Portales Medical Center que esta localizada en el número 2480 de Mission St., Suite 211 en San Francisco, Ca. Es una de las clínicas especializada en lentes de contacto y problemas visuales.

El Sr. Doctor José P. Luján se caso en 1966 con la señora Nancy Luján, el matrimonio ha tenido tres niñas: Melissa de 8 años de edad, Tanya de 6 años y Julieta de un año.

El Dr. Luján habla Español perfectamente, un ochenta por ciento de su clientela lo habla también, la Sra.

Nancy Luján estudió técnica Oftométrica, actualmente estudia en la Universidad de Berkeley y pronto recibirá Bachillerato en Ciencias.

El padre del Dr. Luján, Sr. José G. Luján era de Jimenez Chihuahua Mex. que contador y notario; su mamá la señora Bertha Artalejo, también de Chihuahua trabajó como enfermera en un consultorio de El Paso, Tex. en donde vive actualmente y esta retirada.

El Dr. Luján es miembro del comité que busca entre las minorías, jóvenes que estén interesados en estudiar carreras relacionadas con la salud. Cada año el Dr. visita el Valle de San Joaquín, para examinar la vista de los hijos de los trabajadores del campo, ya ha visitado el Valle los dos últimos años y espera seguirlo haciendo como una obra humanitaria al servicio de la comunidad.

El dinámico Dr. Luján no se ha conformado con su Doctorado de el Estado de California, presentó examen en el Estado de Colorado y recibió su Doctorado; también, presentó su examen en el Estado de Nuevo México y espera recibir su otro Doctorado.

Le pedí al Sr. Dr. José P. Luján que me hiciera favor de darme un mensaje para la juventud y me contestó: Daniel, lo único que puedo decir a la juventud es, que siga mi propia filosofía: nunca decir que no se puede y demostrar siempre que si se puede.

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"El hombre verdaderamente honrado es el que no se ofende por nada." — La Rochefoucaul. The truly honorable man is one who is not easily offended.



Mexican American Chamber of Commerce honors Roberto Avila Gonzales, Mayor of Veracruz during his brief visit to San Jose. Señor Avila Gonzales, who was known as Bobby Avila during his career with the Cleveland Indians, was in San Jose as part of a sister city program between Veracruz and San Jose developed by the Mexican American Chamber of Commerce of San Jose. Officially, he was here to proclaim that the people of Veracruz are honored and have overwhelmingly embraced the sisterhood-concept between the two cities. During a luncheon meeting held by the MACC hosting Alcalde Gonzales as their guest of honor, Mr. Chris Pelekoudas, Public Relations Rep. for the Missions of San Jose Pacific Coast League presented the former major league baseball star, with an engraved baseball bat as an award in recognition for his many achievements in both the baseball field and political roster. The man behind the scene, John Zamora, President and Director of the MACC, shows his approval. "Jamás es perdido el bien que se hace."—Fenelón.

Making the scene with EL COMBO UNIVERSATARIA de Rudy Baca at a recent presentation in San Jose is Becky Cortez, well known in the social circles. "La fama no se acerca a los que la temen."—Amiel.





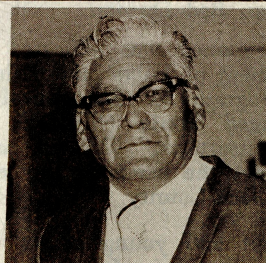
Y ahora para pararme el cuello . . . Stomping the dance floor at EL REY ARTURO'S Salsa-Music Nite Club recently were yours truly, el control de mis huesos wife Irma, brother Paul and his lovely life, Emma and to the right of the foto, my wife's sister Mary and husband, Polie Rosario. (They were recently married after a brief romantic encounter). "El amor lo toma todo, y todo lo da."—Fenelón.

Mini-notas: Raza winners in school board districts are: High School district (Eastside): Dr. Yaya De Luna-Martinez and Leonard Ramirez . . . San Jose Community College district: Esther Ono, City Ombudsman Office . . . Alum Rock district: Inc. Tom Martinez lost out (no more Raza there) . . . Evergreen district: James McEntee (although not Raza, but has a Chicano heart — more than I can say for many of us) . . . Mt. Pleasant district: Ruben Romero . . . no Raza won in the Franklin McKinley, Orchard and Berryessa districts . . . S. C. COUNTY BOARD OF SUPERVISORS has given the Welfare Agency the power to subpoena the payroll records of private companies who are suspected to employing welfare recipients . . . CINCO DE MAYO Parade is now underway for Sunday, May 8, mail your entry now to: VETERANOS DE LA REVOLUCION MEXICANA 1910-1920, Inc., 10350 Murtha Drive, San Jose, Calif., 95127 . . . don't wait to the last minute, it might be too late!



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5000 Jobs for Youth Planned

The Santa Clara Valley Employment and Training Board will spend \$2.7 million to provide jobs for just under 5,000 disadvantaged youth this summer.

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The jobs will pay eligible youths age 14-21 at least the minimum wage of \$2.50 an hour, according to Board Chairman Rod Diridon.

"The money was allocated by the Department of Labor under the Summer Program for Economically Disadvantaged Youth (SPEDY) to the local consortium," Diridon said, "to help meet the needs of the youth in Santa Clara County."

"About 500 young adults (18-21) will be placed in full-time positions averaging \$3.00 per hour," Diridon continued. "The remainder of the positions will be for youths 14 to 17 on a half-time basis averaging \$2.50 per hour."

"While negotiations are still underway," Diridon said, "we have begun planning the nine week program and hope to have details worked out with the County Office of Education and the Employment Development Department in the next few days."

The Employment and Training Board's summer program will have a unique new feature this year with the creation of a Youth Planning Council.

"The Council is being formed to work with the school system, community agencies, business groups and unions, and the employment service in an effort to improve upon the success of last year's program," Diridon added.

During the Summer of 1976 some 3,991 young people were employed under the SPEDY grant. The previous summer SPEDY served 3,022 persons in Santa Clara County.

Some \$63 million has been allocated by the Department of Labor in California for summer jobs under SPEDY. Nationwide, the Department of Labor has allocated \$618 million to provide an estimated 1,040,000 summer jobs.

The Santa Clara Valley Employment and Training Board serves all communities in the county with the exception of Sunnyvale. A grant of \$180,775 has been allocated to Sunnyvale for its SPEDY operations this summer.

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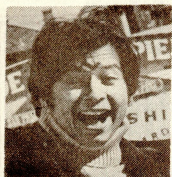
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**At
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Tony Saenz

Silver Streak

SILVER STREAK — Comedy. A 20th Century Fox picture. Stars Gene Wilder, Richard Pryor, Jill Clyburg and Patrick MacGoohan. Music by Henry Mancini. Directed by Arthur Hiller.

This picture has been out since last Christmas and has turned out to be the biggest comedy hit of the season next to "The Pink Panther." And not without good reason. It has two of Hollywood's hottest comic leads Gene Wilder of "Young Frankenstein" fame and Richard Pryor of "Saturday night" to give a comedy a real boost and the direction of Arthur Hiller. Mr. Hiller is the man who gave you "Love Story" of some years back, but this time he takes a different road and goes comedy with super results.

The story is that of one editor (Wilder) and how his simple ride to Chicago turns out to be one heck of an adventure. He meets this secretary (Clyburg) and the next thing he knows he's involved in a murder, international intrigue, and becomes one confused hunted man for something he never did. In the middle of all this, Gene Wilder meets Richard Pryor, who with a lot of luck and an insane script helps him to get back on the train and to win his girl and his reputation back.

For a super evening at the movies see it. Now playing at the Century 22 in San Jose and the Old Mill Six in Mountain View.

Slap Shot

SLAP SHOT — Comedy. A George Roy Hill Production; Universal Release. Stars Paul Newman, Michael Ontkean, Strother Martin; written by Hill; produced by Hill and directed by George Roy Hill.



The newest Paul Newman film is here. Any if you're a Newman fan, I'b sure you're going to want to go right out and see it. The story concerns that of one hockey team, that is coached and lead by an "older" Paul Newman. The team is a losing team. For the last four seasons they have continually come in last place. There is talk of trading off the players and selling the team and there is talk of the team becoming number one. But there is mostly talk of trading off the players and selling the team . . . at best. The one person who refuses to believe that this could happen is Paul Newman. He is your ultimate optimist. In fact, when the talk of disbanding the team comes into light, he starts a rumor that some rich millionaire in Florida was going to buy the team and put them into a retirement area. In order to give the old folks something to do on their lonely nights. Now, to make the team more marketable. So, he starts to stags "shows" for the public; in other words

violence. He gets the team to start to take "cheap shots" at the other team. And it works! For the first time in five years the team is in the black. They're making money and the team is up, they're winning games, even though they have to stretch the rules a bit. It seems like everything is going well, and that's when the story really gets going.

The picture seems to have everything going for it, like the movie, i.e., a good cast, headed by Newman and rounded out by Strother Martin, and a bunch of character "goons" that would match the cast of "The Longest Yard." It has top production value, a tight direction to a point and a script that almost makes it. What I mean by almost is that the film maker, George Roy Hill and Newman have had a super good relationship in film. Their past films have been two of the most famous in the history of movies, "Butch Cassidy and the Sundance Kid" and "The Sting." So, you would think that this film would be in the same league. But it falls short. The movies beginning is dynamite. It has action galore, you think that you're on the verge of one of the year's big hits, but after it's going, you see the futility of it all. Mr. Hill leaves with a down note. After the team gets on it's feet, nothing becomes resolved. Everyone of the characters sells out. The two in the film who do not go for the idea of the "Show," Michael Ontkian and his wife, sell out in the end. All their moral

convictions go down the tubes for the almighty dollar. It becomes very depressing. Maybe that's what Mr. Hill had in mind when he made the film. And maybe if you realize this before you go to the theater you won't be disappointed like I was. I expected a very entertaining film with a "up" ending, like the two classics I mentioned before. Instead I saw this very entertaining film at the beginning that turned into this downer by the end.

Now, don't let me talk you out of seeing it. There are some very good things in it and if you're a Newman fan, see it. I just want you to realize that it isn't the typical Newman/Roy Hill film that has been done in the past. That way you have a good idea of what you're seeing.

Now playing at the Century 23 in San Jose.

Now Playing and Recommended

"Rocky" — Century 21. San Jose.

"Star Is Born" — Fox Town & Country Theater. San Jose.

"The Enforcer" — Meridian Quad Six. Century Almaden, Saratoga Six in San Jose.

"Freaky Friday" — Century 22. San Jose: Old Mill Six. Mountain View.

"House of Wax" — Meridian Quad Six. Oakridge Six in San Jose.



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Latin American Lions Club

Editor del Boletín. León Daniel G. Saldaña, Director por dos años. León Tony Valerio, Director por dos años. León Cipriano Gonzalez, Director por un año. León Rudolph Tenes, Director por un año. Miembros fundadores: León David Avila, León Carlos Avitia, León Benito Garza, León Manny Gomez, León Carlos Lorenzana, León Francisco Maldonado, León Alberto Mendez, León Aquiles Garcia Mendoza, León Richard Quiñones, León Alberto Rodriguez, León Salvador Rodriguez, León Conrad Morin, León Julian Perez.

Dado el entusiasmo de todos los miembros se espera que este evento resulte todo un éxito, ya que recibirán la visita de todos los clubs de leones del area.

San José, Ca. Latin American Lions Club es un grupo más de hombres que se agrupan con el deseo de servir y se unen a un millón docientos mil leones que pertenecen a la Asociación Internacional de Leones que es el centro mundial del leonismo, representado por treintamil clubs de leones que existen en el mundo.

Apadrinados por el San José Host Lions Club, el 25 de marzo de 1977, un nuevo club de leones recibirá su Carta Constitutiva.

El evento se llevará a cabo en el Pinehurst Inn en San José, 1520 Alameda. A las 6:30 p.m. música por conocido mariachi, a las 7:30 se servirá la cena y se llevará a efecto la entrega de la Carta Constitutiva que recibirá el Comité Ejecutivo y los miembros fundadores del nuevo club. A las 9.30 empezará el baile que continuará hasta la un de la madrugada.

Los miembros fundadores del club son: León Dr. John de Heras, Presidente. León Steve Chavez, Primer Vice-presidente. León Celso Rodriguez, Segundo Vice-presidente. León Jesse Quiñones, Tercer Vice-president. León John Schroeder, Secretario. León Luis Valcarcel, Tesorero. León Justino Venegas, Torcedor de colas. León José Monroy, Domador. León George Velez.

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Skin Color Tied To Social Status

by LUIS G. JUAREZ

A few weeks ago, a Chicano friend of mine and I were invited to a private club in Mexico City. We sat by the swimming pool in a most elegant setting and were served by waiters wearing white jackets and ties.

There were a number of club members with their families swimming, dining, chatting by the bar, and enjoying other facilities of this luxurious place.

After a while of observing the scene, my Chicano friend asked me, "Luis, have you noticed that you and I are the only dark-skinned persons here?" Jokingly I answered, "Not really, the waiters are also dark-skinned."

My friend was serious, "We are in Mexico," he exclaimed, "where are the Mexican members of this club?"

"They are all around you," I answered. "These people are all Mexican; tune into their conversation and you'll hear them speaking Spanish."

My Chicano friend is a prominent businessman here in San Jose who grew up in the prune orchards of Santa Clara Valley. Growing up in an atmosphere of racial discrimination and economic deprivation, he had through hard work and determination moved up to a comfortable financial and social standing in this community.

He considered himself fortunate to have achieved this status for he had grown up with the belief these opportunities were only for the selected white Anglo-Saxon population.

To come to Mexico and find that the affluent society membership had not changed but was composed of the same European stock as in the United States was disheartening to my friend. "Where are the Mexican people like you and me?" he wanted to know.

"My friend, as in the United States, here in Mexico you also will find them predominantly in the laboring and servant classes: I told him. "If you go to

Central and South America or Europe, you'll see the same picture, they are the poor."

Discrimination based on skin color is perhaps the most prevalent than any other type. Here in Mexico, it is not different from any other place in the world.

It's surprising how many people still believe intelligence and competence are related to skin color. Somehow, traditionally the savages, servants, and stoop laborers are pictured black or dark. In the minds of many people, this picture is next to impossible to change.

I did want, however, to point out to my friend that racial discrimination is not unique to this country. I am a witness that this practice strongly prevails in Mexico and other Latin American countries.

This, of course, should not be a consolation to the Chicano in this country, but an indication that he has a big job ahead of him educating the minds of others,

The Chicano in the United States may be at a greater disadvantage than his brothers of color in Mexico because there are more whites with whom he has to compete.

He has to prove himself on the job a little more than his white colleagues.



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