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Humberto Garcia Publisher

April 5, 1974



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25th Year

Number 1

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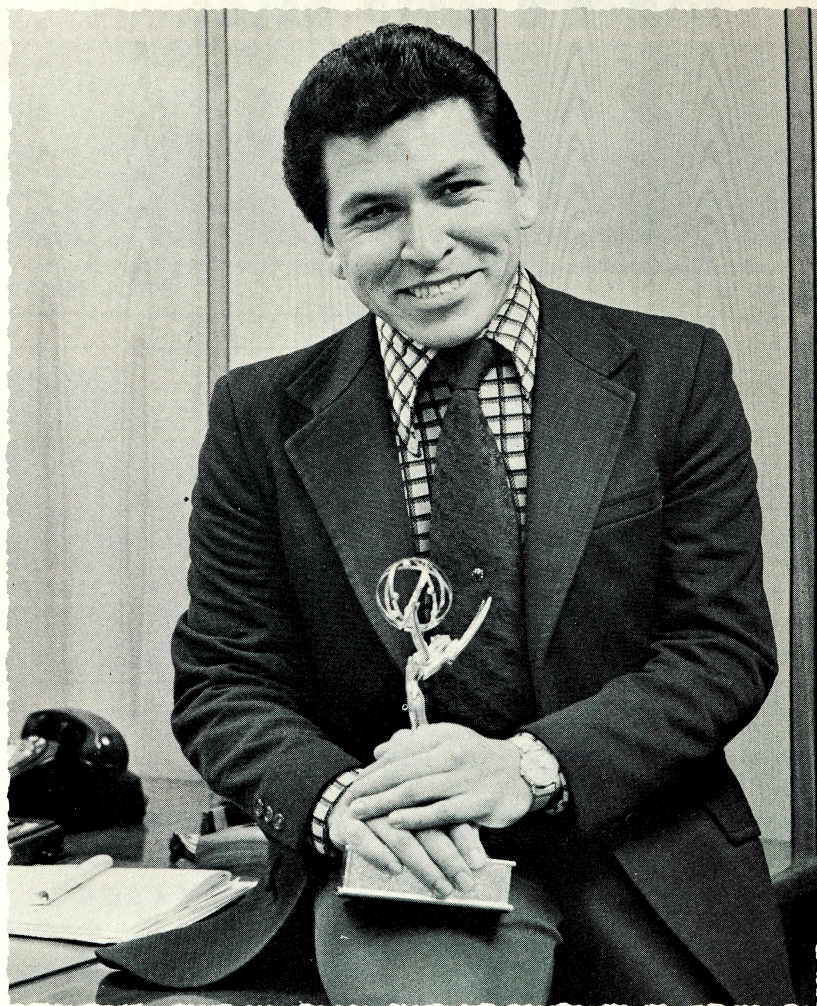
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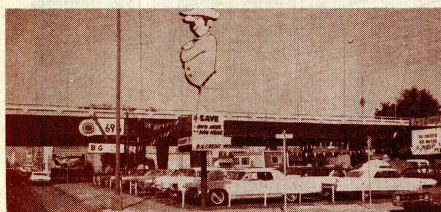
KNTV Channel 11's Rigo Chacon became the first San Josean to ever win an Emmy Award. The television industry's highest honor was given to the 28 year old newsman last Saturday night, March 23, by the San Francisco chapter of the National Academy of Television Arts and Sciences. The Academy honored top productions in Northern California during an impressive gala ceremony at San Francisco's Mark Hopkins Hotel. Rigo's selection as an Emmy winner was for his production of "Recuer-

dos De La Viuda De Pancho Villa." The program centered around Dona Luz Luz Corral Viuda De Villa and several people who knew General Villa personally and in some cases fought side by side with him.

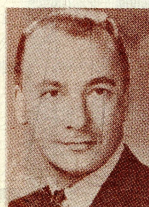
Rigo also produces a weekly Spanish newscast on Channel 11 called Reportaje Semanal which appears every Saturday at 6:30 p.m. Every six months he produces a special called "Hermanos En Cultura." All this, in addition to being a reporter on the daily English newscast at 5 and 11 p.m.

Channel 11 commends Rigo for his work and congratulates him for bringing home KNTV's first Emmy.

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Ramona Gets Honor

By Steve Jones

The top honor that can be bestowed upon an athlete is the honor of All - American.

Jeff Ramona, a freshman and the top wrestler on the San Jose City College wrestling team, reached that pinnacle this past wrestling season. Although having the second best record on the team, he placed third at the state finals, enabling him to reach All - American status.

Unlike some other sports, in order to receive the coveted All - American award a wrestler has to place in the top three (in his weight class) at the state championships. Altogether there are six All - Americans from each weight class; three from California and three from the rest of the junior colleges in United States.

Ramona, playing outside linebacker for City's football team, started slow at the start of the season. However

according to coach Sam Huerta, "Jeff gained confidence with each match, and reached his peak at the state finals in Sacramento."

"I wish I could have reached my peak earlier in the season," said Ramona.

A wrestler's life is not an easy one as he must train every day. Training includes running and wrestling with colleagues on the team. Although dedication and self - confidence are important ingredients for a good wrestler, the coach plays an important role.

Ramona accredits his coach for part of his success. "Coach Huerta is probably one of the best coaches in the state," said Ramona.

Ramona, only a freshman, has not let this honor go to his head. He's very personable and friendly, and modest when its talking about his award.

"I was very surprised

when I won," said Ramona, but added "Everything seemed to fall into place. My moves were working that day at the finals."

While he may have been surprised, coach Huerta was not. "I knew Jeff was capable of wrestling like this. He had to gain experience and self - confidence," said Coach Huerta.

Ramona lives in what appears to be an exclusive upper - middle class section of Almaden in San Jose. He lives with his parents and has two brothers and a sister. Even though living in this section, he is not brash or snobbish. He talks confidently and matter - of - factly.

He attended Leland High School last year and lettered in football and wrestling. He started wrestling when he was a sophomore.

"I was a friend of the wrestling coach and he asked me to come out. That's when it started," explained Ramona.

During his senior year he received several wrestling scholarships and also a football scholarship. Undecided on whether to play football or wrestle, he came to San Jose City College so he could do both. He's still not sure what he'll do after City, but he is only a freshman and still has a year to find out.

The wrestler will be back next year and will be the team leader. This past season he was co - captain along with Jerry Strangis and next year will take over as captain.

Since Ramona is an All - American he is a marked man. The road to another All - American award will be much harder, but coach Huerta thinks he is more than up to the test.

"Jeff handles pressure very well," commented coach Huerta and added, "Barring any injury, he should be number one in the state next year."

Ramona also thinks that with the right attitude, self - confidence and experience gained this year, he can reach not only the number one spot, but repeat as an All - American.



SJCC Freshman Jeff Ramona, All-American Wrestler.

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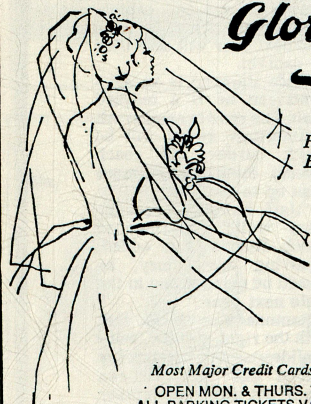
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NEED FOR FOSTER PARENTS

Chairman Sig Sanchez, County Board of Supervisors, discusses the need for foster parents with Mrs. Christine Taylor, center, and Mrs. Barbara Latona, of the Foster Parents Association. The group will hold a benefit dinner-dance March 30 to provide scholarships for foster children. The Supervisors have proclaimed March 31 to April 6 "National Action For Foster Children Week."



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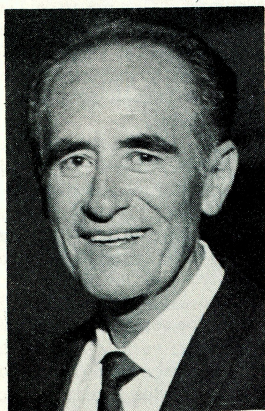
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PROBABLEMENTE usted no haya tocado el revólver, ni comprado píldoras, ni pensado en suicidarse. Pero no sería extraño si está sufriendo el estado de ánimo que lleva a algunos hombres, mujeres y jóvenes a atentar contra sus vidas.

En un solo país, Francia, por ejemplo, de entre los 50 millones de habitantes, todos los años 7.000 a 10.000 se suicidan, y 50.000 intentan hacerlo, la mitad de éstos entre la juventud. Otros países publican cifras similares. ¿Por qué?

El Profesor Henri Blocher, conocido teólogo de París, lo atribuye a tres razones que, con la excepción de enfermedades mentales, cubren todos los casos: el escape, la venganza y el vacío.

En el primero, la persona quiere escapar a esta vida porque le parece intolerable. Una serie de frustraciones, un exceso de amargura, una severa herida al ego por un fracaso o la culpabilidad verdadera o imaginaria, la llevan al punto de ver la muerte como la única salida.

El segundo motivo es algo así como la venganza contra la vida. Es similar a la fuerza que empuja a muchas personas a los vicios destructivos o al placer sádico que uno obtiene arriesgándose la vida inútilmente. Tal persona se siente hostil frente a la vida en general y al final dirige su hostilidad contra sí misma.

En el tercer caso, el individuo se siente desilusionado con todo y por todos. Se cree traicionado y está convencido de que la vida no tiene sentido. Empieza a creer que el vacío completo, o sea la muerte, sería lo mejor.

Aunque el suicida casi siempre echa la culpa a

situaciones de su ambiente (dolor, fracaso, traición, futilidad), en realidad el problema está dentro de él, y él hasta cierto punto lo reconoce. La felicidad o el triunfo de los demás frente a los mismos sucesos, para él es simplemente un motivo para odiarse más a sí mismo. Se ve solitario, incomprendido, menospreciado, y por lo tanto no importa que muera.

Pero hay cuatro hechos importantes que él está pasando por alto, hechos sencillos que si los tomara en cuenta, cambiarían totalmente su forma de ver la vida y su rol en ella. Estos son motivos para seguir viviendo.

1) *Dios nos ama sin condiciones.* Todos nos preguntamos a veces, sobre todo cuando estamos pasando por pruebas personales, "¿A alguien le importa?" La Biblia contesta en palabras inequívocas: "Dios es amor" y El se realiza amando. Su amor no se basa en lo que hacemos, sino en nuestro valor como personas y lo que El podría hacer con nosotros. Si aceptamos este hecho, toda la vida se vuelve positiva.

2) *Dios perdona.* El sentido de culpa, aunque no conciente, muchas veces nos persigue en el subconciente y produce el odio propio, pero Dios ofrece la solución. No es como un hombre que tiene que vengarse por nuestros fracasos y ofensas. Lo que a él le importa es que demos media vuelta y que volvamos a tener comunicación con El. "El amor consiste en esto: no que nosotros hayamos amado a Dios, sino en que él nos amó a nosotros y envió a su Hijo como sacrificio por nuestros pecados".

Jesús murió para pagar las exigencias de la ley de Dios, y no hay pecado demasiado grande que no pueda ser perdonado.

3) *Dios nos colocó en el mundo a cada uno con un propósito particular.* No somos accidentes de protoplasma. Como es demostrado por la individualidad de las células, Dios ha elegido a cada uno para una misión especial. "Dios nos escogió en Cristo desde antes de la creación del mundo". Debemos desarrollarnos y averiguar esa misión para lograr la realización personal. Nadie pertenece a sí mismo, y por lo tanto no tiene derecho de terminar su vida simplemente para escapar.

4) *La vida es muy amplia y llena de significado.* El hombre más capaz utiliza menos del diez por ciento de sus poderes. Los contratiempos que sufrimos son parte esencial del proceso de maduración, es decir invitaciones a aprender y crecer. Estos pocos años en el mundo sirven de preparación para la eternidad.

Probablemente usted nunca pensó en suicidarse, pero si su vida no tiene como base estos cuatro puntos, está relativamente vacía y sin significado. En ese caso, usted pertenece a esa gran mayoría que prefiere no abrirse a la vida abundante, sino aguantar y tolerar una existencia que lleva a la pérdida eterna.

La persona que acepta estos hechos, en cambio, logra una relación correcta con Dios por medio de Cristo y nunca más se sentirá solo y rechazado.

Textos bíblicos citados: 1 Juan 4; Efesios 1.

THE AWAKENING

I have a great feeling
That some day I'll be awake,
But patience, faith and hope
Are three things it will take.

Onto this great city
I am about to arrive
Though I've been quite asleep
I find I'm still alive.

I'm sure that my battle
Has not been in vain,
For God keeps awakening
My paralyzed brain.

As each day passes by
With its twenty-four hours
A miracle keeps happening
In this city of ours.

It's not that I'm bragging
I'm just a lucky guy
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Sylvia M. Cerna,
Publicity Chairman

SANTA CLARA GI FORUM AND LADIES AUXILIARY

The Santa Clara GI Forum and Ladies Auxiliary will be holding its 13th Annual Black & White Coronation Ball Saturday, April 20, at the Cabana Motor Hotel, Palo Alto, Calif. The program will commence at 6:30 p.m. with the Mariachi music by Los Abajenos de Isidro Rivera, ending at 7:30 p.m. The coronation will begin at 7:30 p.m. through 8:30 p.m. The Ball will start at 9:00 p.m. - 1:00 a.m.

The Black & White is the gala event of the year and throughout the years has contributed much to the disadvantaged students

by awarding scholarships from the proceeds of the affair.

We are proud of our elegant and beautiful ball, and the membership and committees work very hard to make our scholarship fund raiser successful.

The attire for the evening will be semi-formal, and the bids sell for \$10.00 per couple.

We would like to take this opportunity for the community to cooperate by making our efforts a combined effort by you and our organization.

For ticket information you may contact any of the following persons:

Mario Rico—743-1147
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Mrs. Carmen Garcia—297-5206
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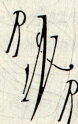
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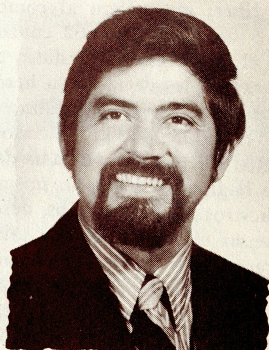
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tanta sangre inocente. . .!" DIOS dio el triunfo a MEXICO y los mejicanos seguiremos triunfando en las contiendas internacionales porque siempre hemos defendido lo justo.

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Artemio Carranza.



UNA TRISTE CONQUISTA ANTICRISTIANA

ESPAÑA y Roma no conquistaron a México: pisotearon la dignidad de los nobles indígenas muy torpemente! . . . y prueba nos dá de ello el gran CUAHUTHEMOC, el mil veces glorioso representante de nuestra orgullosa raza mexicana quien con solemne serenidad, siendo prisionero del sanguinario CORTES le señala su daga y le dice: MATAME con tu daga española y así dá un pronto fin a tu CONQUISTA tan absurda.

Cuahuthemoc sabía bien que todo el mundo condenaría la forma tan estúpida de subyugar a las naciones débiles con la fuerza bruta y sin respeto para las familias y su forma de vida, ellos venían a México como cristianos pero CRISTO no podía aprobar su forma tan inhumana de obrar.

México ama a CHAHUTHEMOC porque como nuestro otro gran indio de Oaxaca, el valiente pastorcito Benito Juárez, dieron sus vidas en defensa de la libertad y la dignidad de nuestra raza.

Pueblo del Condado de Sta. Clara prepare para festejar el 5 de Mayo, nuestro triunfo Glorioso de México en el combate a muerte, contra otro conquistador loco que creyó que se burlaría de nuestra dignidad de pueblo libre; me refiero al combate en Puebla el 5 de Mayo de 1862 contra los franceses en el que nuestro grandioso general Ignacio Zaragoza les decía en su heroico manifiesto mandado antes de comenzar el combate:

"A VOSOTROS soldados de la gran FRANCIA que teneis fama de ser defensores de la libertad y por lo mismo deberiais ser nuestros mejores amigos, deseo solo haceros pensar el engaño de que sois victimas y así comprendan la justicia de nuestra causa en cuyo nombre nos vemos obligados a rechazar con vuestras armas la injusta agresión a la que SU PATRIA les ha mandado traer contra Mexico. En unos momentos más los atacaremos con nuestras armas en un encuentro a muerte y solo ustedes serán responsables ante la historia de este derramamiento de

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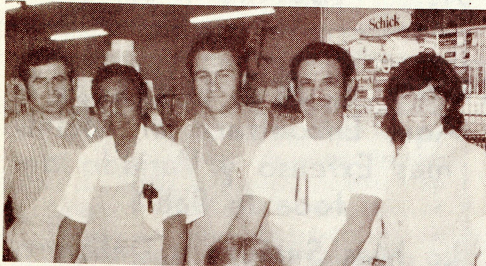
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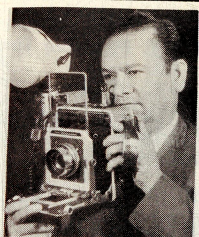
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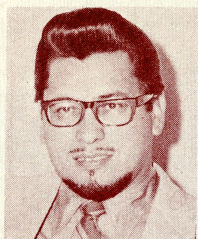
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Enero 12, 1974

Iz. a der: Roberto Colunga gerente de
Radio KAZA, Carolina Canales, Victor

Farias, Cesar Hernandez de Radio KCTV
y el poderoso hombre del Cristal Don
DANIEL ALONZO de Radio KAZA
quien se las come ARDIENDO y LAS
ESCUPE CONGELADAS.

CRITICA SOCIAL

por
Rudy
Belloumini



"Nada es verdad, nada es mentira; todo es segun el color del cristal con que se mira"—Adáigo. Nothing is a lie, nothing is true; it's the color of the crystal in which it is seen through.



Councilman ALFREDO GARZA, candidate for ALCALDE DE SAN JOSE is really picking up financial support by downtown businessmen who want to see him as MAYOR AL GARZA. Latest contributors to the "MERCHANTS FOR AL GARZA" fund drive are car salesman, Gabriel De La Riva, top pic., and Pete Diaz, barber. Both of these men have not only donated monies, but are actively seeking other merchants to do likewise. "Los pueblos seran felices cuando sean gobernados por hombres prudentes y juiciosos."—Platon.

The following pictures were taken at a recent luncheon meeting of the MEXICAN AMERICAN CHAMBER OF COMMERCE

of S.J. held at EL REBOZO RESTAURANT. President Juan Espinosa opened up



the meeting by giving a brief report on the Chamber's past activities. Election of new officers will soon be announced. Any businessman interested in knowing more about the organization, call Doctor Juan Espinosa, 226-8600. "Los medicos tienen más vida sobre su conciencia que nosotros los generales"—Napoleon.

A RITUAL was held on Saturday, March 16, 1974... at 3:00 p.m. Father PENA baptized "Christie", our latest addition to our family, and Richard y Lena Manriquez de Gomez became the godparents. EL COMPADRE RICHARD Y COMPADRE LENA became los NINOS de "CHRISTIE". In the picture from l-r: Compadres Richard y Lena con su nueva hijada; mi wife y yo, mis suegros, Carmine y Jose Miranda, mi sobrinita Liza and hija "Gigi". I would like at this time to thank con todo nuestro corazon all our good friends for attending nuestra fiesta

(continued next page)

CRITICA SOCIAL (CONT.)



and all your wonderful regalos. "Richard y Lena M. de Gomez, en nombre de mi esposa y niñas, Gigi y Christi, thank you for being the GODFATHERS."—Los Belluominis.

MINI CHISMOTES: Did you know that it's a violation of the Federal Law for service stations to sell "gas-by-appointment" and yet we consumers can't do much about it ??? Perhaps it's about time we start picketing and boycotting these stations that do violate the law and bring it to the attention of the public . . . I had an experience with a 76 UNION STATION, on the corner of White & Story Rd.; the station attendant refused to sell me any gas while he sold it to others, (on my odd day too) it was rather odd that only certain autos were being served. I was told that only commercial vehicles and autos serviced there were being served and for me to come back later or better still don't come back at all. Since this happened on a Saturday, the Internal Revenue Office was closed, so I called the COPS. Knowing that not much can be done about it, at least I have documented proof should 76 UNION STATION would like to pursue this matter, ahem . . . for all your wedding arrangements at no cost, call LA NOVIA FLOWERS, 3365 So. White Rd. at 274-6770 y pregunten por "CRISTINA", who is a wedding consultant and interior decorator . . . Mr. and Mrs. Peter Lopez would like to say, "May our 'thanks' be accepted by those well-wishers and friends who helped make our wedding day and dinner a time that will be remembered always. Special 'thanks' to John, Carmen, Joe and Mary for their help and willingness to understand" . . . y para cerrar con broche de oro, deseo dar mi más sincero agradecimiento por sus cartas de apollo para el DIRECTORIO COMERCIAL Y SERVICIO PUBLICO en las paginas de EL EX-

CENTRICO a los SEÑORES: Herberto E. Pizano, afiliado a LAS ASAMBLEAS DE DIOS; los miembros de la IGLESIA DE CRISTO DE SAN JOSE; Rev. Eliseo Mendez del TEMPLO EL BUEN SAMARITANO; Rev. Felipe Morales del TEMPLO ASAMBLEAS DE DIOS JUAN 3-16 y Rev. Carlos Ruelas del TEMPLO MONTE HOREB de Sunnyvale, Ca.

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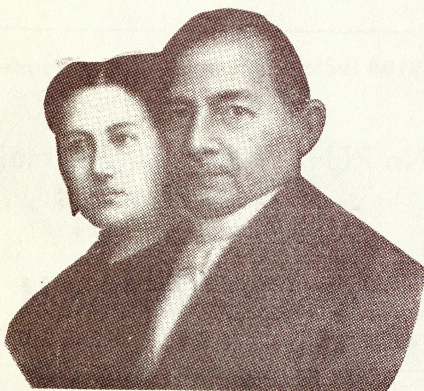
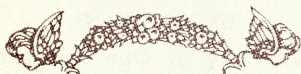
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EN MEMORIA A DON BENITO JUAREZ

Inmóvil desde su tumba, a 102 años de su muerte, Don Benito Juárez nos mueve aun hoy a un mejor comportamiento, a un mayor esfuerzo y a un patriotismo mas acendrado y vigoroso.

Nacido en Gueletao, estado de Oaxaca, el 21 de Marzo de 1806, murió en el año de 1872.

De padres indígenas, quedo huérfano a muy temprana edad, marchó hacia Oaxaca e ingreso en el Seminario de esa ciudad, pero mas tarde abandono la carrera eclesiastica, para consagrarse a la abogacia. Amante de la paz y luchador incansable en pos de ella, jamas pudo disfrutarla para si. Sufrió penas y amarguras, combatió sin cesar, padeció destierros y su vida fue un ir y venir, para llegar así a ocupar un lugar inmovible en la historia de Mexico.

Podemos decir que fue tal su dimencion, que al morir el, la naturaleza rompio el molde.

El demostro como es posible elevarse desde la mas humilde cuna, hasta los mas altos honores, mediante el esfuerzo, el estudio, la dedicacion y la firmeza de caracter.

Su figura sera siempre para todo buen

mexicano, no solo ejemplo, sino reto. Y es que si bien invita a la emulacion, resulta tan recia su imagen que se antoja inalcanzable.

Se le conoce tambien como el "BENEMERITO DE LAS AMERICAS" titulo adquirido por su teson en la lucha contra los invasores y por su honrada labor civica. Es conocido ademas por su celebre frase "El respeto al derecho ajeno es la paz."

Muchos fueron los afectos que su dulce personalidad intima le gano y muy grande el respeto que su caracter de estadista logro.

Es pues justo, que hagamos patente nuestro sentimiento de lealtad a los principios que Juárez supo legar a Mexico.

Igualmente hemos de convenir que Doña Margarita Maza de Juárez esposa del Benemerito, es quien mas significativa, dignificante y alentadora ejemplaridad ofrece al comun denominador de las mujeres mexicanas.

Por el profundo entendimiento de su situacion como compañera del que fuera maximo representante de nuestra nacionalidad.

Por la comprension afectuosa y estimulante que supo brindar en criticas ocasiones decisivas a su ilustre conyugue; desde que este pertenecia a su servidumbre domestica, hasta que el pais le discernio su investidura suprema como Presidente de los Estados Unidos Mexicanos.

Atentamente

Maria Antonieta Hernandez.

* * *

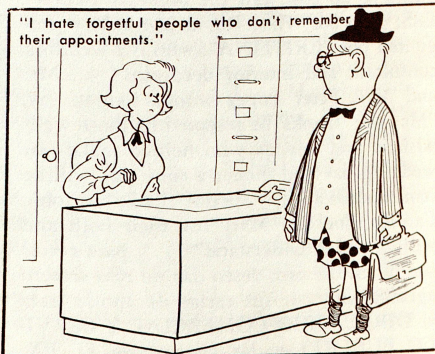
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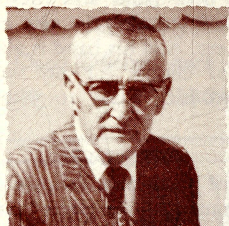
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GALERIA DE LUCHADORES



SR. REYES GUTIERREZ

El señor Reyes Gutierrez nació en Las Vegas, Nuevo Mexico; estudio hasta el octavo grado en las escuelas rurales, su diploma de High School lo recibió en Alburquerque, Nuevo Mexico. Su familia no era una familia rica, su padre era ganadero y con lo que ganaba podía sostener la educación de sus hijos a quienes siempre aconsejó que estudiaran.

En 1917 Reyes recibió su título de maestro en la Escuela Normal de Maestros de Nuevo Mexico. Era en tiempo de la primera Guerra Mundial y Reyes se dio de alta en el servicio hasta que terminó la guerra.

De vuelta a la vida civil trabajó seis años como maestro y otros tres años como Director de la escuela. También en el Estado de Colorado prestó sus servicios al magisterio por otros siete años. En aquel tiempo se les pagaba a los maestros únicamente los meses en que daban clases a los alumnos, eran nueve meses al año, los otros tres tenían que buscar otros empleos en donde poderse ganar la vida. Reyes fue siempre muy activo y organizado, los tres meses que no percibía sueldo del magisterio se dedicaba a dar clases o conferencias en los Institutos, con esto nivelaba su presupuesto.

El Sr. Gutierrez quería encontrar un trabajo estable por todo el año. Le ofrecieron el puesto de vigilante de la Corte Juvenil y lo aceptó, al poco tiempo se dieron cuenta de sus conocimientos y lo nombraron Director del Departamento de Estadística.

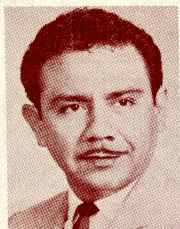
Para entonces ya se había casado, su señora esposa Rosenda G. de Gutierrez se enfermó y los médicos recomendaron que cambiara de clima, entonces decidieron radicarse en el Estado de California donde ya radicaban sus tres hijos varones. Era la época de la Segunda Guerra Mundial y dos de los hijos estaban en el servicio. Tan pronto como llegó el Sr. Gutierrez a San José, consiguió trabajo en las Cortes como intérprete, domina el idioma Inglés que aprendió en sus estudios y el Español que domina como idioma familiar; su trabajo en las Cortes del Condado de Santa Clara, empezó en 1947 y se retiró en 1969 a la edad de 74 años, a la fecha tiene 79 y goza de perfecta salud, esta muy fuerte todavía y esta en el pleno uso de todas sus facultades. No obstante estar retirado, lo llaman constantemente de diferentes oficinas de abogados que requieren sus servicios como intérprete.

El matrimonio ya cumplió 56 años de casados, su esposa le ha dado tres hijos. El Sr. Gutierrez sirvió en la primera Guerra Mundial, sus dos hijos mayores son veteranos de la Segunda Guerra Mundial y el más joven es veterano de la Guerra de Corea. Benito el mayor, Dolores el segundo y Fernando el tercero le han aumentado la familia al Sr. y Sra. Gutierrez con once nietos y cuatro bisnietos.

Le pedí al Sr. Reyes Gutierrez que me diera un mensaje para la juventud y me contestó: Sr. Saldaña, quisiera decir a la juventud que se prepare mediante el estudio o el trabajo o en cualquier forma, para poder servir mejor a su pueblo.

En sus horas libres, si es que acaso tiene alguna, este joven que pronto cumplirá 80 años, se dedica por primera vez en su vida a las labores agrícolas; tiene junto a su casa, en uno de los lugares más pintorescos de San José, un huerto hoteliza que él y su esposa han plantado, hay variedad de frutas y legumbres, los árboles les dan duraznos, chavacanos, papayas y otros entre las legumbres tienen ejotes, alberjones, chiles, tomates, calabazas, elotes, etc., etc. Con lo que cosechan tienen bastante para su consumo y el excedente lo reparten entre sus familiares y amistades. Ellos gozan el placer de sembrar las semillas, verlas crecer con sus cuidados y saborear sus frutos.

La vida del Sr. Gutierrez es una vida ejemplar, digna de ser imitada por los jóvenes que están empezando su lucha en la vida.



Club San Felipe



Candy Veliz

Have you ever stopped to think that there are a lot of Mariachi groups in San Jose and that as far as you or I can remember they have never offered their services for any worth while cause. This is very unfair to the bands in San Jose who repeatedly are asked to donate their services to worth while causes and they are always more than willing.

The Musicians as well as the Mariachi make a living from playing and singing but the Musicians know that this is a city just like any other that on many occasions are required to donate services for the betterment of our community and they are willing to comply, but at this time and point the Mariachi is only taking and when it's required to give they turn a deaf ear. (se hacen sordos) Mariachis we will try again to obtain your services for the United Food Drive. **PROVE ME WRONG!**

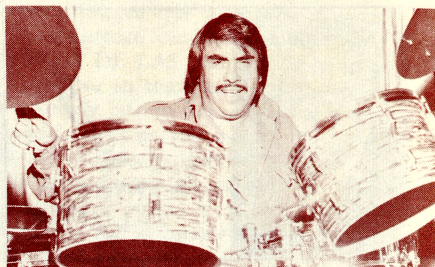
Club San Felipe would like to express its condolence to the Ozuna, Garcia and De Luna Families in the loss of their beloved one, Miss Angelita Ozuna. May she rest in peace.

Did you know that the San Felipe exes are having their reunion the first week of July in the Le Baron Hotel on North First Street in San Jose and that their guest of honor will be my Padrino Salvador Piembert. Make plans to attend.

Did you know that Club San Felipe will have its 16th Anniversary Ball on the second week in August and as the date gets closer you will be hearing more and more details about it. **Este No se Lo Pierdan.**

VOTE

If you want to have a voice in what's going on in San Jose, in the state and in the nation, then register to vote. If you have to do it a million times, do it, that is, ask all your friends and relatives to register to vote; it is more important than you can ever imagine. Yes, every one vote!



This is Rudy Coronado. Rudy has just started his own band and they are good. Rudy is ready to play in nite clubs, weddings, etc., etc. And his band is always available free of charge for any worth while cause. Good luck Rudy to you and your band.

WONDER

At one of Club San Felipe's meetings I made a comment to the effect that I thought the club member Les gustaba la cerveza and I wonder why Manuel Urrabazo said: "Nos gusta la cerveza." Maybe after twenty beers I shouldn't wonder any more.



This is Juan Antonio Garces, one of the best when it comes to radio announcing. Johnny Anthony, te deseamos mucha suerte.

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LA ELECCION MUNICIPAL EN SAN JOSE

Una vez mas se acerca la fecha en que se llevaran a cabo elecciones para la renovacion de parte del Concilio de la Ciudad de San Jose incluyendo la eleccion del nuevo Alcalde. El actual alcalde, declino, reelegirse o presentarse como candidato a reeleccion.

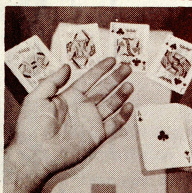
Ha llegado pues el tiempo para que los ciudadanos mexico-americanos y los latinos en general, hagan un esfuerzo unanime y decidido y lleven a la alcaldia de la ciudad a un mexico-americano, ya que el numero de habitantes de origen mexicano en la ciudad de San Jose es ya de mas de un 25% y es tiempo ya tambien de que la voz de esta gran comunidad se haga oir y sentir y sea un factor decisivo en la resolucion de los varios y grandes problemas que padece nuestra comunidad y que solo podran ser resueltos por funcionarios de nuestra comunidad.

Hagamos un esfuerzo y votemos por un candidato mexico-americano, y llevemos al concilio una persona de nuestra comunidad que conozca nuestros problemas y con autoridad busque su solucion.

Mexico-americanos, no perdamos esta oportunidad de elegir a uno de nuestros elementos. Deveremos comprender que necesitamos estar representados por unos de los nuestros, porque el sabra sentir lo que nosotros sentimos y nos tendra su mano con amor y comprension.

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WHO IS JOSE MARTINEZ?

by E. DAVID SIERRA

Jose E. Martinez of 2054 Evelyn Avenue, San Jose, is a candidate for the California State Assembly, 24th District.

JOSE first came to the Santa Clara Valley in 1955, between high school terms at Eagle Pass, Texas. He picked cherries in the Almaden area when that locale was cherry fields and green farmland. He was then 14 years old.

After finishing high school, JOSE E. MARTINEZ attended Texas A&M. Inflicted with that old Mexican American malady of "Lackadinero", Jose left A&M and migrated to California. Back to the verdant Santa Clara Valley he remembered from his high school summers.

A LONG-TIME RESIDENT

JOSE has lived in what is now the 24th Assembly District since 1961. For a time he worked as a janitor at IBM, attended classes in data processing in San Francisco and began to involve himself in community activities. At an early age in life, he learned the value of hard work and the necessity of concerning himself with the civic affairs of his community.

After finishing his data processing course, JOSE came face to face with obstacles that he has fought hard to break down ever since ... in spite of doing well in his classes at Automation Institute, he was unable to find employment in his chosen field.

Not one to let a temporary setback in his plans thwart his decision to "make something of himself," JOSE made plans to enroll at San Jose City College.

On February 3, 1962, he married his wife Yaya. "The best move I ever made in my

life," he says. Mrs. Martinez is a professor at Foothill College and takes an avid interest in Jose's community activities. She is one of Jose's hardest working campaign volunteers.

One of the earliest examples of Jose taking an interest in others was when he was working at IBM as a janitor, going to night school, and establishing a home with his young wife Yaya. His fellow employees, Mexican Americans, Orientals and Portuguese people, brought their problems to the young man and sought his help in coping with a culture they knew little about.

JOSE MARTINEZ involved himself in their problems. They became HIS problems. About that time he became interested in the Community Service Organization (CSO). A fellow worker invited him to a meeting and he wound up joining the organization. He was destined to become its STATE VICE PRESIDENT.

About that time the highly respected Mexican American teacher, Lino Lopez, came to the Santa Clara Valley to establish the Mexican American Community Services Agency (MACSA). Jose became a volunteer worker for MACSA, along with his wife Yaya. The Martinezes have always enjoyed working together. Typically Jose, his involvement led to him being asked to sit on the board of directors of MACSA, eventually becoming Board Chairman.

Under his leadership (with no previous experience as Chairman of anything) Jose was able to secure funding for the agency through

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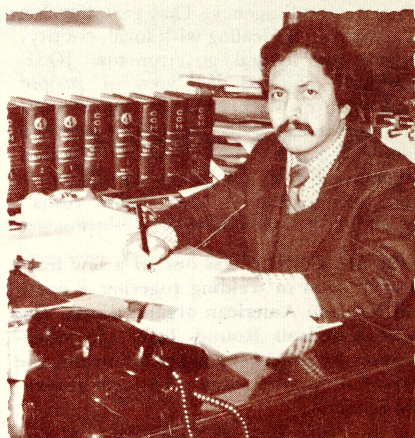
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MARTINEZ?

the Santa Clara County United Fund. After the agency was receiving nearly \$90,000 per year in grants, Jose's term as chairman ended and he left the agency.

In 1964 he was elected Chairman of the local chapter of CSO. He also managed the CSO Information Referral Office on Jackson Avenue in the city's eastside. Because of his CSO involvement, Jose was attending meetings with other community leaders, and that further heightened his interest in community affairs.

Around 1965 Jose was tapped by CSO to become its delegate to the then struggling Economic Opportunity Commission, the local "war on poverty" agency. That gave him his first experiences in dealing with local, county, state and the federal governments. JOSE tremendously enjoyed the idea of people from all walks of life getting the opportunity to determine what services should be available in their community, and in what direction their community should move. It was community participation at the "grass roots" level.

JOSE MARTINEZ was one of a few leaders instrumental in welding together a coalition of Mexican American organizations, The Mexican American Round Table, to effectively seek, by peaceful and lawful means, the redress of their grievances with local governmental agencies.

For the first time in Santa Clara Valley history, Mexican Americans, comprising some 23.5% of the population, were able to have a say in determining the political decisions that govern their lives. JOSE was a voice for RESPONSIBLE confrontation, and for PEACEFUL and well-thought-out decision making.

For a time he went to work for the Manpower Opportunity Project, a job which entailed him doing for wages almost precisely what he had done voluntarily for his fellow employees during his janitorial days.

The job demanded knowledge of laws and regulations governing his area of assignment. Jose became aware of the intricacies of governmental bodies and why laws are made to govern a society.

Instead of dropping his community involvement at that point, it became imperative for Jose to get MORE DEEPLY INVOLVED, for the better he became acquainted with his community, the more effective he became on his job.

Jose joined MAPA (Mexican American Political Association) and the American GI Forum, and through these associations was able to more effectively discharge his duties.

At about this point in his young life, JOSE began to think of serving the "total" Santa Clara Valley community. He experienced feelings of frustration thinking of the numbers of Mexican Americans and other minority group members who sought election to the California State Assembly, the State Senate, to Judgeships, and to the City Council without ever having rendered service to their community on commissions, appointive boards, or in civic service organizations.

Upon the election of Alister McAlister to the State Assembly in 1970, JOSE MARTINEZ was appointed to serve the remainder of McAlister's term on the Eastside Union High School board of trustees.

In April 1971 JOSE won election to the board on his own and has since then served an unprecedented two consecutive terms as chairman of the board of trustees.

Jose enjoys serving on the school board of trustees. The position carries an awesome responsibility but it also allows its members contact with the young men and women of the community. "You THINK they aren't aware of what is going on around them. Don't kid yourself," Martinez says, "because I know better!"

JOSE recalls the time he was passing out diplomas at one eastside high school graduation ceremony and a young wit marched up to receive his diploma. Martinez reached out with his right hand to shake the young graduate's hand and shook hands instead with a wooden extremity!

In 1966 Jose E. Martinez was hired by the Jobs for Progress, Inc. board of directors to administer the local project of SER (Service, Employment, Redevelopment), an agency funded by the U.S. Dept. of Labor. Under Jose's leadership, SER became the largest project of its kind in the United States. And the most successful!

Martinez achieved his success with a basic philosophy for leadership: Know The Job. Be Enthusiastic About The Job. Hire Competent and Responsible Staffpeople. Let Each Individual Work To The Height of His/Her Capabilities. And ... Set Examples of Responsibility and Dedication Which Your Staffpeople Can Emulate.

JOSE E. MARTINEZ was appointed to the Santa Clara County Planning Commission on August 5, 1971. He is the first Mexican

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25th Year No. 1

April 5, 1974

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Mr. and Mrs. Frank Villarreal
Mr. and Mrs. Joe Avila
request the honour of your presence
at the marriage of their
daughter and son

Rachael Villarreal

and

John Arthur Avila

On Saturday, the thirteenth of April, nineteen
hundred and seventy-four, at three-thirty
in the afternoon
Newman Center — 5th and San Fernando Sts.
San Jose, California

RACHAEL

Is a native San Josean
Attended Andrew Hill High

JOHN

Is also a native San Josean
Attended Andrew Hill High

MARTINEZ

American ever to sit on that body. His service on the commission has brought a different point of view to that vital Santa Clara County group. He has been most concerned with planning as it affects people. Jose has been concerned not only with construction of new educational facilities, new housing, and new business developments, but with assuring that when these developments are completed, that adequate fire, police and health services are considered in the overall planning concept.

WHY DO YOU SEEK THE 24th ASSEMBLY DISTRICT SEAT IN SACRAMENTO?

Jose was asked that question recently. "There is probably no ONE reason why I chose to run," he replied, "There are several. Too many people are saying that they don't have faith in government officials. THAT bothers me. When people lose faith and don't want to get involved anymore, you wind up with the worst possible form of government.

"Irresponsible government officials love it when their constituency swallows up their press releases and doesn't bother to check their voting record!"

"When people stop participating in the elective process, and heaven help us if they ever do, we are on the way to ruin as a nation of highly principled citizens."

Jose has had some experience in dealing with governmental agencies. He also has faith in the American political system. He is not yet ready to concede that government officials are all crooked just because of the events which have occurred in Washington in the recent past.

"People have not lost faith in GOOD government," he continued, "Many people are reluctant to run for public office because they do not want to divulge their financial holdings, but I am not. I believe that if you aspire to represent people in government office, you are going to be making vital decisions affecting every citizen's life. HE IS ENTITLED TO KNOW JUST EXACTLY WHAT YOU OWN AND WHERE YOUR 'INTERESTS' ARE! If you want the citizens to trust you, you must EARN that trust!"

IF YOU WERE ELECTED TO THE STATE ASSEMBLY, WHAT WOULD YOU LIKE MOST TO CONTRIBUTE TO YOUR CONSTITUENCY?

"I would hope that after two years in the California State Assembly, people could say that JOSE E. MARTINEZ HAS BEEN A

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REMEMBER TO VOTE

JUNE

4

TRUSTWORTHY PUBLIC OFFICIAL. WE CAN TRUST HIM.

"Also, I believe that when a government official makes a mistake, and we all know that they make them. No one is perfect. That public official should be willing to publicly admit the mistakes. PEOPLE CAN ACCEPT A POLITICIAN MAKING AN OCCASIONAL MISTAKE ... IF THEY DO NOT TRY TO HIDE THEM!"

JOSE E. MARTINEZ has already proven to the people of his community that he is a willing worker for the betterment of this state. His concern has been proven on the Eastside Union High School board of trustees, on the Santa Clara County Planning Commission, and in various civic organizations. Now he wants to represent the people of the 24th Assembly District in Sacramento. JOSE E. MARTINEZ will be an outstanding state assemblyman.

REMEMBER TO VOTE!

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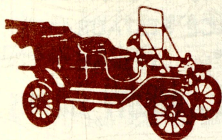
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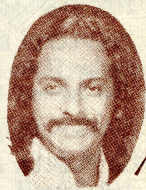


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