

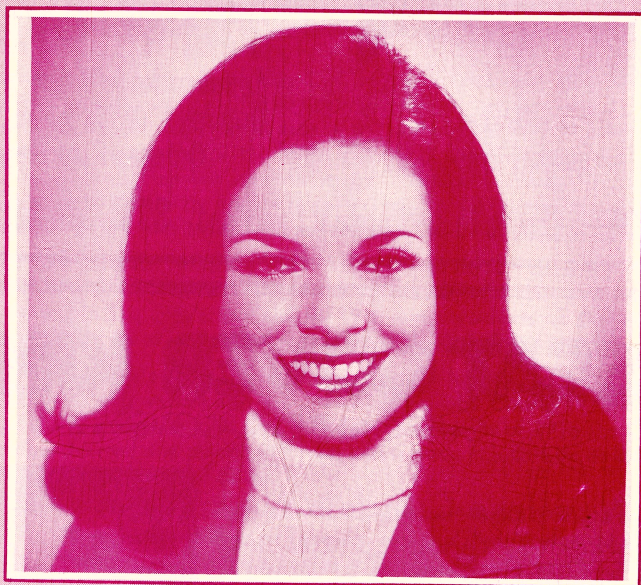
El Excentrico

Vol. 27, No. 9/August 5, 1976

CET

NINTH ANNIVERSARY FIESTA

(FORMERLY OIC-CET)



Terry Lowry Fiesta Hostess

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NINTH ANNIVERSARY FIESTA

(FORMERLY OIC-CET)

On Sunday, August 15 the Center for Employment Training (CET—formerly OIC-CET) will celebrate its ninth anniversary with a giant fiesta at the CET training center located at 425 S. Market St., in San Jose.

The 11 a.m. opening ceremony of the fiesta, which is expected to draw over 10,000 people, will be hosted by television personality Terry Lowry.

The festivities will continue until 6 p.m. and will feature a variety of free entertainment, including rock bands, mariachis, singers, dancers, displays, games for children, and more.

In addition, numerous community groups are sponsoring booths to sell refreshments and multi-ethnic foods at the fiesta.

Showing their support for the CET program, various area political figures have already accepted invitations to be guests at the fiesta. They include: Congressmen Norman Mineta and Don Edwards; State Senators Alfred Alquist and Jerry Smith; State Assemblywoman Leona Egeland; County Supervisors Dan McCorquadale and Dominic Cortese; San Jose City Councilman Al Garza; and representatives from Assemblyman Richard Hayden's office and from San Jose Mayor Janet Grey Hayes' office.

The CET program, which on July 1 changed its name from OIC-CET, is a job training and placement program for the unskilled and unemployed. It was started in San Jose's east side in 1967 when residents of that area saw the need for an effective, community-based job training program.

In its nine years of operation the CET program has trained and placed over 7,000 men and women into good, well-paying jobs. During 1975 alone it placed 1,413 people in jobs, and in the first six months of 1976 the CET program has trained and placed 809 men and women in jobs with an average hourly starting wage of \$3.62.

Over the years the CET program has grown and today it offers training in over 20 different skill areas ranging from the clerical area to solar heating technology. The program serves a five county area and has training centers in downtown and east San Jose, Gilroy, Sunnyvale, Salinas, and Watsonville.

Government and other studies over the last years have consistently rated the CET as one of the top job training and placement programs in the nation.

One of the major reasons for the success of the program is its high degree of community orientation. This is made possible because the goals and philosophy of the program are set by members of the CET board of directors, all of whom come directly from the community.

Members of the CET board of directors are: Anthony Soto, president; Frank Rodriguez, Santa Clara County vice president; Miguel Paredes, Monterey County vice president; Raul Reyes, Santa Cruz County vice president; Ramona Sarinana, treasurer; Leo De La Roza, Zef Farfan, Hope Garcia, Rev. Richard Garcia; Cecil Smith, James McEntee; Jose Rico, Alice Rozin; Mary Ruiz, Epifanio Tavarez, Maria Quintero, Sharon Cook, Maria Velasquez; David Dominguez, Max Martinez, Jim Chatman, Maximo Mora, Toby Solorzano, Sr., Tom Martinez, and Ramiro Luna.

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de las
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"King Arturo Godines" gets a lift from Manual Lopez Ochoa, movie star, singer and TV personality, and also from Rudy Castillo, car dealer. "The king is not too heavy."—(Richard Diaz comment.)



Mrs. Angelica Aguilar, member of Imperial Valley California Club takes picture with the fabulous "Trio Los Panchos" from Mexico City at Santa Clara Fairgrounds on the Radio KAZA 4th of July celebration.

El Excentrico

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1948-1974

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Bert Garcia, Marc Garcia

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

Vol. 27, No. 8/August 5, 1976

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El Excentrico Business Office is located at 274 Terraine Street, San Jose, California 95110; Phone 294-4040.

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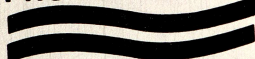
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Letters to the Editor

Editor:

On behalf of the Indian Center of San Jose, I wish to thank EL EXCENTRICO for the feature article in the July 20, 1976 issue.

I found it very easy talking to Mr. Gerald Curtis and his writing captured the spirit and warmth of the services here at the Indian Center.

Sincerely yours,
Ruth Blank, Librarian

Editor:

I want to let you know how much I appreciate the generous support EL EXCENTRICO gave me in my campaign for the Board of Supervisors.

Even though we lost the election, we gained much in the way of information and trust in the Second District. The election is over but the problems remain to be tackled. I intend to continue to work to solve those problems.

I hope I can count on your valuable support in the future.

To a shared future,
Jess Delgado

Editor:

The services EL EXCENTRICO has given us has played a very important role in helping Mobile Outreach in Education provide its services to the community.

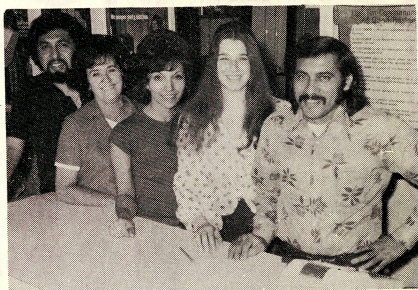
The Outreach staff greatly appreciates and sends its thanks for support given us by EL EXCENTRICO and staff.

If you or your readers have any questions regarding the many educational opportunities available at either San Jose City or Evergreen Colleges, call the Outreach Program at 998-2451.

Sincerely,
Rosie Salgado

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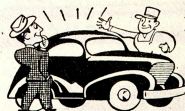
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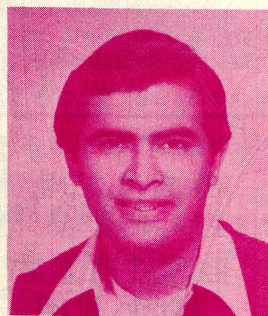


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Interview with Dr. Felix Garcia, Jr.

by GERALD CURTIS

Sitting at the top, Dr. Felix Garcia, Jr., 46, is department chairman of San Jose State University's Mexican American Graduate Studies. It is the only graduate department in the country, at this writing. It has a staff of 7.3 positions which are divided among part-time, probationary, and full-time members.

At this height in his career, looking backward, the educational and personal trail was long and winding.

If someone wanted to become chairman of the department, he would have to be elected by the members of the department and then recommended to the university president. The president would have to give the final approval or disapproval.

Also, he must have certain qualifications prior to being elected. You must have at least been an associate professor and have tenure.

In addition, prior to receiving tenure, you must have fulfilled the educational requirement.

Dr. Garcia has spent approximately 370 semester hours in school and received a baccalaureate, master's, and doctor of philosophy degree. His concentration at the undergraduate level was in social work and Spanish. At the master's level, he majored in school administration and Spanish. However, Dr. Garcia spread his education over a ten year period.

That's a long way from his birthplace of Albuquerque, New Mexico to San Jose, California.

For Dr. Garcia, climbing the mountain of personal achievement has its rewards measured in "personal awareness" and not necessarily in the accumulation of great sums of money.

"I could make more money somewhere else," he said.

The true reward is derived from the feeling of being "unique."

"The knowledge of developing that

uniqueness of being a Mexican-American—of being me—someone who has a special quality no one else has. That has meant more to me than any sum of money, because no matter what they do to you—they can't take that away from you."

What can be taken away from a teacher is his job. Those in the teaching field find the times to be tough. For those entering it, the outlook is bleak, with few exceptions. What is the current job forecast?

"We have an overflow within the university. That's an overall situation, so there are going to be cutbacks. In terms of the ethnic studies program—people who can function in two cultures—the opportunities seem to be fairly stable," said Dr. Garcia.

"Our job is to see who is qualified—who can handle the knowledge of the dominant culture and minority culture and (examine) the relationships."

"We're at a very high level in this department," said Dr. Garcia, because there are "few who know the interdisciplinary approach of the point of view of the two cultures."

The reason it is that way, according to Dr. Garcia, the problem lands in the lap of the university who "hasn't been concerned with developing this kind of person."

"As you get more tenured staff, you cut off the new blood. If we start allocating part-time temporary staff—it's bad, because you lose quality as good people are drawn away by the better offers."

"It's a problem solving situation. We only mediate the problem. You can't solve it. That's where we are in 1976," Dr. Garcia explained.

The fine points of his philosophy match his research. He looks at problems as "problem situations" and tries to "mediate the problem" or in simple terms, find the compromise solution, believing there will be no be-all answer. He runs the de-

partment based on this principle.

Another principle of his philosophy recognizes the value of "uniqueness." The MAGS department is based on this philosophy. Its key reason for survival is its "uniqueness" among the university. Most of its education has the dominant culture point of view.

Maintaining this "uniqueness" is Dr. Garcia's role. He sees his department and staff as men and women in the middle of two worlds, the ability to easily move from one culture to the next and bring back the knowledge is a quality of this relationship.

Students that personally come in contact with him on the graduate level are put in a situation where they are made to "think," perhaps for the first time. Principles of uniqueness, the problems that are created, and how to mediate it are explored by Dr. Garcia. There are not quick and easy answers to age old problems, as many graduate students soon learn. Many students are made aware for the first time, after spending four years of their undergraduate life walking through meaningless patterns. They go to get a degree to find a job without really thinking. Dr. Garcia tries to reach and turn them around.

In a sense, Dr. Garcia is a farmer who plants seeds in the minds of students hoping them to blossom. He gets good results from students once considered infertile by the dominant culture. These are student who sometimes sees life differently, such as the Mexican American. Because life is seen differently, reaction to situations are different.

What man is . . . is a matter of viewpoint. The relationships are endless.



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United Puerto Rican Organization for Development

The Puerto Rican Organization for United Development (PROUD) is inviting all persons of Puerto Rican descent and their friends to attend our next meeting on Wednesday, August 18, 1976 at the Gardner Community Center, 801 Willis St., at the corner of Virginia St., San Jose, Ca. The meeting will begin at 7:00 p.m.

PROUD would also like to announce that it will be participating in the CET (formerly OIC) Open House on Sunday, August 15, 1976, from 11:30 a.m. to 6:00 p.m., at 425 S. Market St., in San Jose. We will have a booth selling pastels, and other Puerto Rican delights.

We urge all to attend this important event.

For more information call 288-6420 or 272-0619.

La Organización Puertorriqueña de Unión y Progreso (PROUD) invita a todas las personas de origen puertorriqueño y sus amistades a la proxima reunión del miercoles 18 de agosto de 1976 en el Gardner Community Center, 801 de la calle Willis esquina W. Virginia; comenzando a las 7:00 de la noche.

PROUD tambien desea anunciarles que participara en las festividades (Open House) de la CET formalmente OIC) el domingo 15 de agosto de 1976, de 11:30 de la mañana hasta las 6:00 de la tarde, en el 425 Sur de la calle Market en San Jose. Tendremos para ese dia un kiosko donde venderemos pasteles y otras golosinos criollas.

Le invitamos a tender este importance acto. Para informacion adicional favor de llamar al 288-6420 o al 272-0619.

OOPS!

We apologize for the reprinted section, reprinted section of Carla Marinucci's article on prostitution. SORRY!

Dr. Ivan T. Hendren

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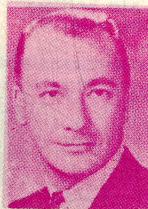


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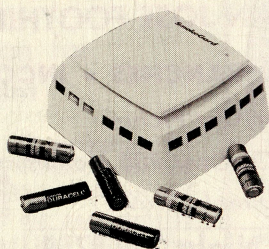
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por
**Maria
Antonieta
Hernandez**

Planeación Familiar

La planeación de la familia exige una nueva forma de vivir. No es verdad que la llegada de una numerosa cantidad de hijos al hogar, signifique que cada uno viene con su "torta bajo el brazo" y traigan consigo una bonanza inesperada.

La vida moderna impone ciertas reglas y exigencias, en la alimentación, educación, así como en el lugar donde se vive (vivienda).

Reducir la familia, no es un problema complicado. Si la mujer desea informarse, existen centros adecuados para que la orienten.

Pensar como se pensaba hace años, que donde comen tres comen diez, es un error.

Las desaveniencias matrimoniales son, en una gran mayoría, basadas en la falta de medios económicos. Así pues la familia reducida a dos o tres hijos (que es lo ideal) tiene por fuerza que tener un estándar de vida superior.

No quiere decir con esto, que la planeación de la familia sea un principio de desamor o desunión, no por el contrario, y toca a la mujer meditar sobre este asunto y dar el primer paso.

Tampoco debe correrse el riesgo de traer hijos al mundo "accidentalmente" pues con la cantidad de anticonceptivos que hay en la actualidad "para evitarlos es un crimen que cuando estos ya han sido consevidos, quieran deshacerse de ellos por otros medios.

Por otra parte, debe destruirse el viejo mito de que los niños llegan de París o que los trae la cigüeña, recorriendo grandes distancias, para depositar suavemente al hermanito en la cunita. Ha de hablarseles siempre con la verdad, sobre todo a las mujercitas, pues recuerden que un día serán madres. Empezar por darles una enseñanza adecuada es una obligación moral.

Así que si quiere ser plenamente feliz, no lo olvide la receta esta en sus manos. Medite, piense, reflexione, no participe-mos de la falsa idea de que la llegada de cada hijo, lejos de ser un problema, es una bendición del cielo. Eso era antes, pues actualmente vivimos en un época bastante complicada en todos los aspectos, que los niños no pueden ni deben producirse por un gusto o deseo espontaneo. Pues recuerden que donde falta la comida, el amor huye sin pedir permiso.

EL CHAMIZAL

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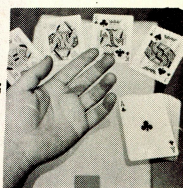
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Club San Felipe is having their 18th Anniversary Ball at the Le Baron Hotel on North 1st in San Jose. The date is Saturday, August 14th, the Band of Carlos Castillo will play. Donation will be \$10 per couple. We will have the Club's Queen coronation and a very enjoyable evening for all.



This is the Queen elected for 1976-77, locally **FRANCES GURULE** and her Princess **LETICIA GRAHAM**.

It should be taken into account that not too long ago a local club had a dance at the Le Baron and everything (per say) went wrong. One of the main issues was that Coors was sold and the club was boycotting Coors. The hotel apologized but maintained that that was the only kind of beer they had at that time. The gents of said club sure have a funny way of boycotting—they drank 25 cases of Coors.

The hotel management has assured me that all problems have been solved.

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During the Vietnam War Senator Wayne Hays was a war hawk and the whole country was telling him "Make Love Not War," so Mr. Hays made Love instead of War and now they want to run him out of Washington. The poor man doesn't understand us. He is dammed if he does and dammed if he doesn't.

The Mexican American Cultural Coalition was in charge of Las Fiestas Patrias (5th of May) although it was not intended to make a profit, the report submitted by Mr. Hank Rosendin shows a profit of \$722.81. This money will be used to start working on Las Fiestas Patrias of the 16th of Sept.

Congratulations to the Mexican American Cultural Coalition on a job well done.

We are meeting every week with Mr. Ed Carranza with high expectations that this year's 16th of September celebration will be the best over (to be held on Sunday, September 12, 1976).

Mexican American Cultural Coalition Financial Report For Fiestas Patrias May 1976

REVENUES (Specific information available)

Donations	372.50
Booth Committees	490.00
Parade Entries	40.00
Beer & Soda Sales	1687.00

TOTAL REVENUES 2590.00

EXPENDITURES (Checks and receipts available)

Supplies for beer & soda booth	89.00
Mariachi Atzlan	10.00
Awards & Trophies	354.25
Booth Rentals	254.20
Flag Raising Program	5.00

Queen Contest

Expenses 134.00

Beer & Soda 804.90

Dinner for

Mexicali Band 39.54

Beer & Soda for

booth helpers,
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for Mexicali Band 85.80

TOTAL EXPENDITURES 1867.49

BALANCE \$ 722.81

Respectively submitted
Hank Rosendin, Treasurer



Photo shows popular Richard Rodriguez, in one of our better Nite Clubs enjoying the company of his lovely friend, Ruth Ambriz.

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El León Carlos Gomez, Delegado de el Club los Amigos, desfila con los 45,000 leones que asistieron a la Convención Internacional de en Hawaii. Nuestro Delegado consiguió tamitir por radio la primera conferencia que exclusivamente para el Club los Amigos llegó de Hawaii a California. El nuevo Presidente Internacional Fernando Sobral del Brazil concedio la entrevista en Español para el Club los Amigos.

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Tony Saenz



TONY & friend/ JACK LEMON

by FAYE BOQUIST

*Reprinted from the
San Jose Mercury & News
Sunday, August 1, 1976*

Tony Saenz is addicted to acting.

"I wouldn't recommend it to anybody," says the Santa Clara resident, who, like a lot of other professional actors, is often without work.

"But once it gets in your blood, what can you do?"

He has a part in "Alex," the story about polygamist Alex Joseph being filmed in Glen Canyon City, Utah, and another in "Death Warrant," a fantasy to begin filming next month in Concord. Neither, laments Tony, is a long-term, secure contract.

Though he's a member of both the Screen Actors Guild (SAG) and Screen Extras Guild (SEG), he's not convinced that that makes much difference. He has an agent; but that doesn't assure him of roles either.

"You work a little. You hustle more. You read for a part. They tell you they like you. Things look good. And then—they give the part to somebody else!"

"It's a vicious world out there," he said

with a grimace. "I auditioned for a Latin role. Know what I was told? You're good, but you don't loo Mexican. How Mexican can you get?"

"I belong to an organization in Los Angeles spearheaded by Ricardo Montalban dedicated to putting Mexicans into Mexican parts. Yet another time I tried out for a high-school Mexican type for a 'Streets-of-San-Francisco' episode. The director said he liked me. And then he cast a Jewish actor for the role."

Like the writer sending out that potential "best seller", the actor yearns for that special break.

"Financially, it's a bummer," says Saenz. "You get other kinds of jobs, but you always let the employer know it's just a temporary arrangement. You don't want to get too comfortable or you might not keep trying. You know you have to be creative so you get into some community theater."

"I like doing the shows—and around here there are some directors like George Costa and Tom Ribordy who have got it together—but I don't like the baloney that you have to take. Auditions are held in humiliating circumstances. It's hard to work up to a scene in front of a lot of

other auditioners. Some of the other actors and directors are insecure so try harder than ever to tear you down to build their own ego. Community theater is full of prima donnas, phonies and too many all too willing to tell you "you'll never make it."

"Pros don't give you that garbage," he said. In a Jack Lemmon show as was cast as a Gypsy.

"It was a comic bit. The director—a man with a trunkful of credits—never raised his voice. It was nice. The pros are positive. You get good feedback."

So, do you just keep knocking yourself out?

"It's roller ball every day," he responded. "It's a lot easier looking for regular work than trying to get a part. But if anyone can talk you out of going after that role—any role—then you don't belong in theater at all."

He said he feels lucky because he knows that's what he wants.

"At least 60 per cent of the population are not doing what they want to do. They draw a paycheck, come home and have a beer. I can't sell myself short. A regular job in an interim thing. But I never lose track of my goals."

Versatility is a key, he says. "I can set lights, cut film, dance, sing and of course I write film reviews for EL EXCENTRICO."

How did Saenz get hooked?

"It started with kiddie matinees when I was about seven years old. It kept on that way. When other kids were into sports, I was into movies. I'd see one about mummies and decide I'd be an archaeologist. I'd see one about space and go for astronomy. Suddenly it came on me that it was the acting of the parts I wanted to do more than the careers.

"I got a crack at it in the Charles Dickens Christmas classic as Ebenezer Scrooge when I was in the eighth grade. I had a great time! I guess that's when I got hooked."

Saenz, who lives on Laurel Drive in Santa Clara, continued acting when he attended Santa Clara High. At 17, he joined "The Overtures," a singing-dancing group sponsored by the West Valley Light Opera Association.

"I went into more dancing lessons and I still take ballet because I have a weight problem."

He has an associate-of-arts degree in fine arts from De Anza College in Cupertino and a bachelor's degree in drama from San Jose State University.

He has appeared in 16 area community theater productions including "Jesus Christ Superstar" in which he played Judas.

Saenz has some 15 professional show credits, including a part in "Death Machine."

"I play a weasel, biker-type comedian. I love it. But then I love every part I play. I was a sweat hog for a 'Welcome Back Kotter' T-shirt commercial. I even liked that."

Is there any one special role he'd like to sink his teeth into?

"Not one. Twenty or more. I've got an appetite to do everything." Then he paused to add, "But more than anything I want to just get into a Clint Eastwood film." He grinned broadly, pressing his hands on his knees.

"I'm sure this is going to be a good year. I may have to leave this area and touch bases more often in Hollywood, but I'll make it."



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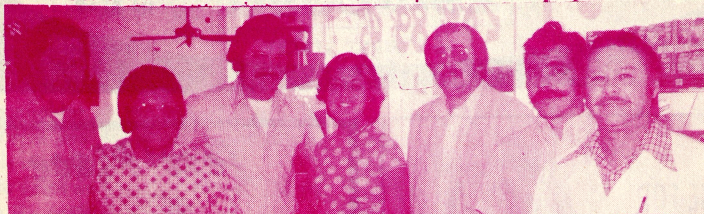


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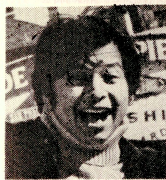
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AT
THE
MOVIES
★
TONY SAENZ

THE SHOOTIST

Period Drama/ Western. A Paramount Pictures release of a Dino De Laurentis presentation, produced by Mike Frankovich, William Self. Stars John Wayne, Lauren Bacall, Ron Howard, Bill MacKinney, Richard Boone and James Stewart. Directed by Don Siegel. Screenplay, Miles Hood Swartout, Scott Hale, based on the novel by Glendon Swartout; Camera, Bruce Surtees; music by Elmer Bernstein. Running Time, 99 minutes; MPAA Rating, PG.

"The Shootist" will stand out as one of John Wayne's towering achievements, and his very best since "True Grit." Don Siegel's film is simply beautiful and beautifully simple, in its quiet, elegant and sensitive telling of the last few days of a dying gunfighter at the turn of the century. Wayne and Bacall are outstanding.

This is by no means the formula shoot-up to which we have become accustomed to over the years.

The time is 1901. Wayne, a prairie-hardened gunfighter, rides into the new century where Carson City is in the middle of modern civilization. Saloon shoot-outs still occur as Hugh O'Brien proves when he is challenged during a card game. Richard Boone, although in isolation at his ranch with his new horse-less carriage, harbors a very old hatred of what Wayne did to his brother. But elsewhere in the hustling town, streetcars run on schedule down shady streets; housewives shop daily in the busy mercantile center; young boys like Ron Howard, Bacall's son, thrill to the stories of the old days while being forced to accept the responsibilities of a new life-style.

Wayne's trip to the town doctor, James Stewart, who confirms a cancer diagnosis. Checking quietly into Bacall's lodgings, Wayne cannot escape the background of every day life and it's curiosity; Marshal Harry Morgan is petrified at first, later viciously mean when he finds out that

Wayne is dying. Richard Lenz, local editor, sees a phoney feature series in him and, failing that, unearths Sheree North, Wayne's old flame, to press for the death-bed marriage so she can ghost pen her memories; John Carradine, an enterprising undertaker, offers Wayne free services int he hopes for a sideshow exhibit when he kicks the bucket.

On top of all this, comes an emerging tenderness between Wayne and Bacall which is articulated in careful politeness and an artful exchange of expressions that evoke memories of the great John Ford westerns. At the same time, Ron Howard learns the difference between legends and the people behind them.

Legitimate masculinity pervades the writing, acting and direction, not the typical macho twenty shots out of a six shooter. Wayne puts his house in order as best he can, explaining but not apolizing for his life-style to those who may or may not fully understand, finally preparing for an event which will equalize any physically agonies . . . a showdown with Boone, O'Brien and Bill MacKinney.

The entire film is totally in balance, artistically and technically; Bob Boyle's production design, Bruce Surtees cinematography, Elmer Bernstein's score and all other keys well support this film. "The Shootist" is one of the great films of our time. Hopefully, the public will take the time to see Wayne really do some acting.

Now playing at the Meridian Quad in San Jose and the Saratoga Six, El Paseo de Saratoga in San Jose.

Currently Playing And Recommended

"The Owen"—Town & Country Theater, San Jose.

"The Outlaw; Josey Wales"—Century 24 and Century Almaden in San Jose.

"All The President's Men"—Century 22, San Jose.

"Silent Movie"—Century 23, San Jose.

"Peter Pan"—Century, Almaden, San Jose.

"One Flew Over The Cuckoo's Nest"—Meridian Quad, San Jose.

"At the Earth's Core"—Meridian Quad, San Jose.



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Mike Trevino has been in the Bay Area for about four years, and has gained in popularity for his singing at various night clubs, claimed idol of Mexico "Pedro-Infante." I such as the "Latin Village;" "Tico Tico;" would like to again thank Mike Trevino for a "King Arturo's Castile," and the Esquire The- job well done and to wish him the best of ater. Mike's gifted with a voice that his luck and good fortune. Al Villalobos.

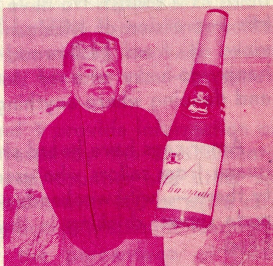


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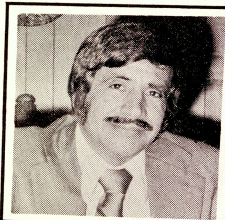
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OPINION

by
**LUIS G.
JUAREZ**

Stereotypes Cloud Relationship

The United States and Mexico exchange more visitors each year than any other two countries in the world. Yet, the two peoples do not have a very good opinion of each other.

The Mexicans view U.S. tourists as egocentric, boastful, disrespectful and loud. In the United States, people see the Mexican as lazy and ignorant with a low level of aspiration.

This stereotyping comes from the opinion that is formed by the prevalent social condition in which each national group sees the other.

The U.S. traveler to Mexico is usually there as a tourist "to have a good time." His impression of Mexican culture, as he views it from Hollywood movies, is a happy-go-lucky one of tequilla drinking and dancing where anything goes.

Americans have heard stories about Tijuana from sailors who used to pull liberty there — wild weekends with prostitutes nude shows, drinking in the streets, gambling.

Tijuana is not all what it appears to be to the tourist. The city, however, is in a class by itself with business areas that offer the tourist some of the things he can't find back home. But Tijuana is far from being a typical representative of the rest of Mexico. Unfortunately, many U.S. tourists think it is.

So to be in the proper spirit, many tourists dress in loud colors and "out-of-sight" clothes that make the conservatively dressed Mexican shake his head or look at him or her with disbelief.

The Mexican traveler to this country, on the other hand, may be here illegally and is primarily from the poor and less educated class.

He is here seeking work in agriculture and other jobs requiring little or no skills. Because of his lack of training, he is often unemployed and dependent on public assistance. His low economic status forces him to gravitate to the blighted neighborhoods already jammed with his paisanos, thus giving the casual observer the impression that Mexicans and Mexico is all like that.

Although the incidence of poverty in Mexico is still high, the middle class constitutes a large percentage of the population. This middle class has developed a modern and strong Mexico that has become a political and industrial leader in this hemisphere.

Unfortunately, the U.S. tourist rarely comes in contact with this segment of the Mexican population. Also, the middle class Mexican rarely comes in contact with the North American in his own habitat.

In spite of this obvious lack of understanding of each other's cultures, the U.S. tourist is respected in Mexico. Mexicans are generally friendly and helpful to people from this country.

Recent news of abuse of U.S. citizens imprisoned in Mexican jails probably brings fear to many Americans who would like to visit Mexico. A Bay Area congressman even made the statement that "traveling to Mexico may be dangerous to your health."

I sincerely hope Americans do not feel that Mexicans are waiting for them to cross the border to throw them in jail or rob them of their money. That is far from being the case.



Report Provides Criteria For Aid To Voters

by **LUIS G. JUAREZ**

A summary of statistical data used to determine which jurisdictions are required to provide assistance to certain groups of voters under the 1975 amendments to the Voting Rights Act was published this week by the Census Bureau, U.S. Department of Commerce.

The jurisdictions involved (Santa Clara County included) were identified at several different times last fall. The new re-

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port contains the entire list, along with data not previously tabulated from the 1970 census on language-minority groups, citizenship and illiteracy.

It will enable officials of the states, cities, counties and other jurisdictions affected by the amendments to examine the data that the Census Bureau used to make the determinations.

The amendments to the Voting Rights Act require the Census Bureau to determine jurisdictions where more than 5 per cent of voting-age citizens are members of a language minority, and which fall under one or both of the following provisions:

—Under Title II, where less than 50 per cent of the citizens of voting age cast ballots in the 1972 presidential election (joint determination with the Department of Justice).

—Under Title III, where the illiteracy rate of the language minority is greater than the national rate of 4.6 per cent. The illiteracy rate is defined as the percentage of voting-age population that has completed less than five years of school.

The report is organized in four tables.

Tables 1 and 2 list the political subdivisions covered by Title II and III, together with the data on voting, language minority, and literacy used to make the determinations.

Tables 3 and 4 provide information on areas not covered by the amendments. Table 3 shows all counties and other selected subdivisions with 400 or more citizens of voting age in a specific language minority and the percentage of these populations that was illiterate in 1970.

Table 4 contains estimates of the number of citizens of voting age and the per-

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centage that voted in the November, 1972, elections.

Copies of the report, Language Minority, Illiteracy and Voting Data Used in Making Determinations for the Voting Rights Act Amendments of 1975, Series P-25, No. 627 are available for \$2 from the Superintendent of Documents, U. S. Government Printing Office, Washington, D.C. 20402, or from Department of Commerce District Offices in major cities.

Approval of a \$100,000 grant to help train counselors of minority-hiring programs in California Central Coast counties was announced by John W. Eden, acting assistant secretary of commerce for economic development.

The Opportunities Industrialization Center (Centro de Entrenamiento Para Trabajo) of the Central Coast counties, 425 South Market St., San Jose, applied for the grant from the Economic Development Administration, U.S. Department of Commerce.

The funds will be used to conduct a demonstration training program for community leaders who are involved in job

counseling for workers from minority groups. The Opportunities Industrialization Center conducts branch operations in Santa Clara, Santa Cruz, San Benito, Monterey and southern Alameda counties.

Next Issue: Feature Story On El Centro Cultural De La Gente

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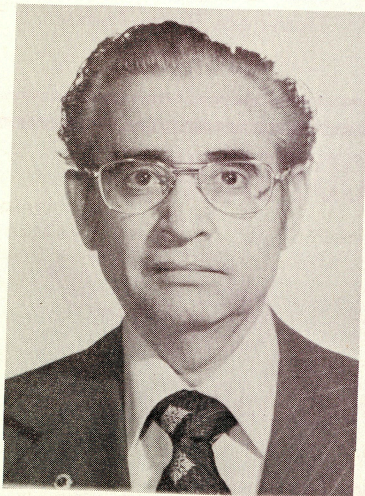
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Por
Daniel Saldana

GALERIA DE LUCHADORES



**Sr. Salvador
Rodriguez**

El Sr. Salvador Rodriguez nació en la bella Ciudad de Silao, del Estado de Guanajuato, (Cuna de la Independencia Mexicana). Cuando Salvador tenía ocho años, sus padres el Sr. Ingeniero Salvador Rodriguez Neri y la Sra. Giovanna Gaudiana Paullada de Rodriguez, lo mandaron a la Ciudad de México a la casa de sus abuelos.

En la Capital de la República Mexicana, en la Escuela Simón Bolívar terminó sus estudios primarios que había empezado en su Estado natal; su escuela Secundaria la hizo en el Colegio Cristobal Colón; terminó su Preparatoria en el Colegio Morelos. Tomó la asignatura de derecho en la Universidad Autónoma de México. Terminado su primer año como estudiante de Leyes, Salvador

pensó que tenía más afición y más interés en ser torero que en ser abogado y se dedicó a los toros, se hizo novillero; recorrió algunas plazas de la república y fue a España en la época en que se estableció el boycott que no permitía a los toreros españoles torear en México ni a los toreros mexicanos torear en España. Por un año fue novillero y recibió varias cornadas, su familia sufría cada vez que Salvador se enfrentaba con los toros y aunque estuvo a punto de recibir su alternativa de matador, prefirió retirarse para seguir sus estudios en la Escuela de Leyes.

Se recibió como Dr. en Leyes, se especializó en Derecho Penal y también se recibió como Notario Público. Por dos años ejerció su profesión de abogado en la Ciudad de México. Cuando el Sr. Licenciado Don Adolfo Lopez Mateos lanzó su candidatura para la presidencia de la república, invitó al Sr. Salvador Rodriguez para que lo ayudara en su campaña. Salvador era inquieto y lo atraía la aventura, aceptó al invitación del candidato y se dedicó a hacer campaña en algunos Estados del Sureste. Al triunfo del Licenciado Lopez Mateos, el Sr. Rodriguez quedó empleado en la Presidencia de la República, al servicio directo del Sr. Presidente Lopez Mateos.

Por cinco años desempeño su puesto con clara inteligencia y lealtad. Algunos meses antes de que el presidente terminara su periodo, el Sr. Rodriguez se trasladó a los Estados Unidos, radicandose en San Francisco, Ca. Entró a estudiar en la Universidad de Berkeley; después de un año de estudios se dió cuenta de la barrera que tenía con el idioma y abandonó los estudios.

Inauguró su programa Mesa Redonda en San Francisco, ingresó a la Organización Mexicana Pro Becas, en Oakland en su capacidad de orador oficial. Se trasladó a Los Angeles donde trabajó como vendedor de au tómoviles, por su actividad y conocimientos llegó a ser Gerente General de una de las compañías más fuertes de Los Angeles.

Salvador ha demostrado su cultura y sus capacidades en el campo de la televisión. Fue Director de Noticias del Canal 40 y Director de Eventos en el Canal 26 de televisión en Los Angeles.

Desgraciadamente sufrió un ataque al corazón, del cual, después de una peligrosa operación, pudo recuperarse y volver a sus actividades.

Fue Presidente Nacional de El México de

Afuera, siempre ha trabajado por el prestigio de México y toda su labor ha sido encaminada a enaltecer a la patria que lo vio nacer. Por razones sentimentales y de salud se vino a radicar en San José, donde junto con el Sr. Ernesto Aguirre iniciaron el programa Línea Abierta, el Sr. Rodríguez inició su programa Mesa Redonda que tuvo un gran éxito. En la actualidad transmite su programa Mesa Redonda los lunes y martes de 9:00 a 10:00 p.m. desde la estación de radio KRVE 95.3 Frecuencia Modulada de Los Gatos, Ca. Los lunes los dedica a educación y los martes a problemas de la comunidad.

Salvador es uno de los más distinguidos miembros de el Club de Leones Los Amigos de San José, Ca. El club le otorgó una placa de reconocimiento por su labor dentro de las actividades del club. También fue una de las ocho personas que recibieron un pergamino de reconocimiento por sus servicios a la comunidad.

En el poco tiempo que el Sr. Salvador Rodríguez tiene de haber llegado a San José, se ha ganado el respeto y le estimación de las personas que lo han conocido y de gran parte de los radioyentes de sus programas.

Dr. Juan De Heras, D.C.

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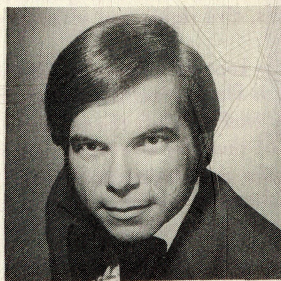
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Para terminar mi entrevista le pregunté al Sr. Rodríguez, si me quería dar un mensaje para la juventud y me contestó: Sr. Saldaña; me gustaría decir a la juventud, que lo único que no puede perder, ni le pueden quitar a una persona, es la educación y los conocimientos que adquiera; que cualquier sacrificio que se haga, vale la pena, con tal de obtener los conocimientos y la educación y esas son las armas que mejor le pueden servir en la lucha que inevitablemente tenemos que afrontar en la vida.

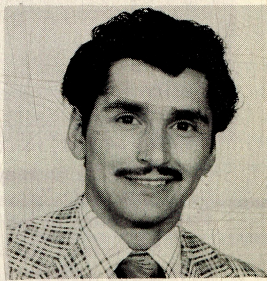
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James McEntee, Director

S.C. County Human Relations Commission

The new director of the Santa Clara County Human Relations Commission, James P. McEntee, 45, once Father McEntee, the "padre" of a Morgan Hill parish, is now the father of a multi-ethnic family.

On July 6, McEntee became the director of the commission's staff and office in the County Government Center, 70 W. Hedding St., San Jose.

THE COMMISSION WAS ESTABLISHED TO SERVE AS AN INVESTIGATOR AND A MEDIATOR IN CASES OF PROBABLE DISCRIMINATION BECAUSE OF RACE, RELIGION, NATIONAL ORIGIN, PHYSICAL HANDICAP OR SEXUAL PREFERENCE.

The position became vacant recently when the previous director, Frank Escobar, accepted a transfer to the job of public affairs representative for the County Transportation Commission.

McEntee recalls that it was just three years ago that he resigned as assisan pastor of St. Catherine's Catholic Church in Morgan Hill after eight years service to that parish.

He explained that the resignation came about when he and Ann Mainland, a former nun, decided that they wanted to change their life styles and to marry.

"I felt that I wanted to continue a form of ministry but as part of a family," he stated. "There was no discord over our departure, and the parishioners gave us a very pleasant farewell party."

Since then he has served as executive director of the Voluntary Action Center of Santa Clara County, Inc., formerly the Volunteer Bureau. Under his leadership of the multi-faceted community service agency its financial support has increased from \$35,000 a year to \$200,000.

McEntee notes that he has had a long involvement with community affairs, housing problems, civil rights and affirmative action efforts in the county.

He remarked, "I am kept very conscious of the diversity of our community. My own family is Black, Mexican, Indian, Scotch and Irish."

Since Ann and Jim McEntee left the religious life they have acquired a family of four, three of them by inter-racial adoption.

"We try to keep the children aware of their heritage and their culture," he said. "If we know of social or cultural events going on in the Black, Chicano or Indian groups in the area we take the children to them."

His efforts for social justice and equal opportunity have not always been along an easy path, but he has developed an extremely tolerant attitude.

His job application to the County Executive's Office lists a 1969 arrest at the San Jose Center for the Performing Arts.

"That was the day when a photo of me, spread-eagle over the hood of a police car, appeared on the newspaper front pages," he recalls. At the time he was part of a group demonstrating for an affirmative action policy and equal employment opportunities for minorities in construction work.

He also recalls that he recently talked with the police captain who directed his arrest.

"We both agreed that each of us was doing what we had to do at the time," McEntee said. "Neither of us any bitter feelings."

McEntee speaks Spanish fluently, and he has had a long association with Mexican American, Asian and Black groups.

He has been a delegate to the Confederacion de la Raza Unida, housing chairman of Mexican Americans United for Progress, a group which developed public housing in Margan Hill and he was active in starting the Chicano Priests' Organization.

Recently he was made an honorary member and chief in San Jose's American Samoan community. McEntee estimates that he has had contact with approximately 350 agencies through the Voluntary Action Center, including the Junior League of San Jose.

During his work in the South County he helped develop a bi-lingual transportation association and he was instrumental in developing an integrated Senior Citizens Council.

In 1975 he was elected to the Evergreen School District governing board. He served on the Comprehensive Health Planning Association of United Way Agencies and OIC-CET, a job training agency for the unboard for seven years, the executive committees of both the Association trained and unemployed, and he is a member of Families Adopting Inter-Racially (FAIR).

He also reports that he has worked extensively with the Morgan Hill Police Department, the County Sheriff's Department and the County Department of Social Services for better community relations.

The McEntee family lives in the Evergreen area.

His new job has a monthly salary range of \$1,735 to \$2,108.

He has a bachelor's degree in philosophy, a theology degree and a master of divinity degree.

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SAN JOSE

Algunos Apuntes Sobre La Historia De El Leonismo

por DANIEL SALDANA

Desde el año de 1914, el Sr. Melvin Jones tuvo la idea de formar clubs de servicio social. Para ello hizo que se reunieran en Chicago, Illinois los representantes de unos ciento cincuenta clubs de hombres de negocios de diferentes lugares de los Estados Unidos de America; todos esos clubs eran independientes.

En 1917 se convocó para la primera Convención Anual de Clubs de Leones, se verificó del 9 al 11 de octubre de 1917 en la ciudad de Dallas, Texas con asistencia de unos cincuenta representantes o Delegados.

En el año de 1920 el leonismo había llegado al Canadá, el número de leones se había duplicado. En 1924 el número de miembros era 36,943 en 761 clubs. En 1927 China y Cuba formaron en las filas de el leonismo, la asociación se hacía internacional con 1818 clubs y 61,000 miembros

Después vinieron a formar parte del leonismo México, Hawaii, Costa Rica, Panamá, Colombia etc. etc. A la fecha el leonismo se extiende a todos los pueblos de la tierra, con más de 29,000 clubs establecidos en 149 naciones o areas geográficas, con un total de miembros que pasa de 1.140.000.

Este gran número de leones se ha dedicado a servir a las comunidades en que radican, prestando ayuda a los ciegos en diferentes formas; los sordos y los sordo-mudos tambien han sentido la mano amiga y protectora de los leones. Las areas azotadas por los fenómenos de la naturaleza, han recibido auxilios de los leones, que los habilitan para empezar a rehacer su vida nuevamente.

La semilla que desde 1914 estaba en la mente de Melvin Jones ha dado sus frutos, en un arbol que cubre con su sombra protectora a todos los individuos menos afortunados que nosotros. A travez de el leonismo mundial se han construido escuelas, hospitales, clínicas, laboratorios, parques, bibliotecas y centros de rehabilitación; la lista sería interminable, pero se puede reducir a dos palabras que son el lema de todos los leones del mundo, estas palabras son: "WE SERVE" NOSOTROS SERVIMOS.

El león que lleva sobre la solapa de su saco el emblema del leonismo es una persona desposeída de egoísmo, dispuesta a servir a sus semejantes en los momentos en que más lo necesitan; el león hace a un lado el yo personal y piensa que es solamente parte de un todo, con la obligación, alta y noble, de hacer el bien, mitigando el dolor de los que sufren, cuando la naturaleza o la sociedad los tratan en forma ruda.

La Asociación Internacional de Clubs de Leones, es la organización de servicio social más numerosa del mundo. Los miembros de los clubs de leones, son personas que dedican su tiempo, su esfuerzo, sus conocimientos o habilidades y parte de su dinero en obras de beneficio social.

Hace 59 años se reunió en Dallas, Texas la primera Convención de Leones, con su reducido grupo de hombres de negocios y profesionistas, gracias a los esfuerzos del creador de el leonismo, el Sr. Melvin Jones. A al fecha, en 1976 se reunió en Hawaii la LIX Convención Anual de la Asociación Internacional de Clubs de Leones, el mes de Junio proximo pasado, a la cual asistieron 45,000 leones de todo el mundo.

La primera entrevista que concedió el nuevo Presidente de la Asociación Internacional de Clubs de Leones, Sr. Joao Fernando Sobral, del Brasil, fue para el Club de Leones Los Amigos de San José, Ca. El Sr. Presidente habló en Español, la entrevista se transmitió por radio a la estación KRVE Frecuencia Modulada de Los Gatos, Ca. a cargo del Sr. Jorge Godínez, en Hawaii se encargó de la entrevista y su transmisión el León Carlos Gomez, Delegado a la Convención por el Club de Leones Los Amigos de San José, Ca. El Sr. Salvador Rodriguez Director del popular programa Mesa Redonda y miembro de el club de leones Los Amigos fue uno de los factores de enlace para lograr esta transmisión.

El Club de Leones Los Amigos de San José, Ca. Agradece a las autoridades de Hawaii, a las estaciones de radio de Los Gatos y del Hawaii, al León Jose Rodriguez Galeano, Gobernador del Distrito Leonístico D-3 de Honduras y Guatemala y a todas las personas que hicieron posible este triunfo para el Club Los Amigos de San José, y agradece tambien todas las atenciones que otorgaron a su Delegado a la Convención.

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Imperial Valley of California Club Of San Jose, Inc.



by MARIA LUISA TORRES

Our Sunday, July 11th meeting held at Ernie and Grace Hernandez' hilltop home generated a lot of good ideas for our Coronation Tardeada on August 15th at La Terraza. Radio KAZA will broadcast live for two hours, Manuel Aguilar's mariachi will accompany some of our outstanding and upcoming local interpreters of Mexican songs. "El Chic-haro" group and "The Latin Lovers" will offer their best in dance music. Tickets are \$4.00 per person. Get yours early!

Our queen, Miss Adelita Juarez will be crowned at these festivities by none other than Mr. Rafael Jimenez, Director of Rehabilitation & Conservation Program for City of San Jose.



I interviewed this most interesting and dedicated man. He originates from Santa Paula, Calif., is married and the father of

two grown children. He attended Ventura College, San Jose State, and Santa Clara University. He has worked for the City of San Jose for the past 7 years as Director of Human Relations Department, Director of S.J. Model Cities Program, Director of Local Policy & Research, Director of S.J. City Housing Authority, and his present position as Director of Rehabilitation and Conservation.

His department's job is to help homeowners and absentee landlords conserve existing older housing stock in lieu of outrageously priced new homes. Low income homeowners can obtain as much as \$12,000 at 4 percent interest for rehabilitating (fixing up) their homes, plus an additional \$400 free, for exterior painting. Higher income homeowners can negotiate up to \$3,000 loans for rehabilitation purposes. This program is funded by federal monies under the Community Block Grant.

This program is just commencing its second year, with Rafael starting his second month as its director. Response to this program has been slow, perhaps due to lack of sufficient community exposure.

Rafael is a firm believer in Chicanos being a decision-making roles in City government. "Everything revolves around City Hall," he said, "not only housing, even our school system is influenced by being directly affected by our City Fire Dept., and City Police Dept." He feels that our Chicano youth should go after their master's degree in public administration for decision-making positions that affect our Chicano community.

When I asked Rafael, "Do you believe that someday, in the not too distant future, San Jose will elect a Chicano mayor?" He quickly and enthusiastically replied, "YES, definitely so, we already have the candidate."

Rafael wants to remain in public administration he enjoys serving the people of San Jose; he wants to keep open slots for upcoming Chicanos into public service. He finds his work most exciting, rewarding, and enjoyable.

MUCHO EXITO RAFAEL!

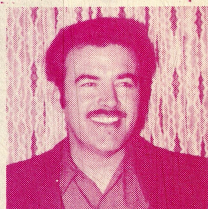
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Photo of Imperial Valley California Club members assembled at one of their members'

home for a meeting to plan for the dance to be held on August 15, 1976 at the Hawaiian Gardens in San Jose.

Club Valle Imperial de California
les invita a su

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Agosto 15, 1976

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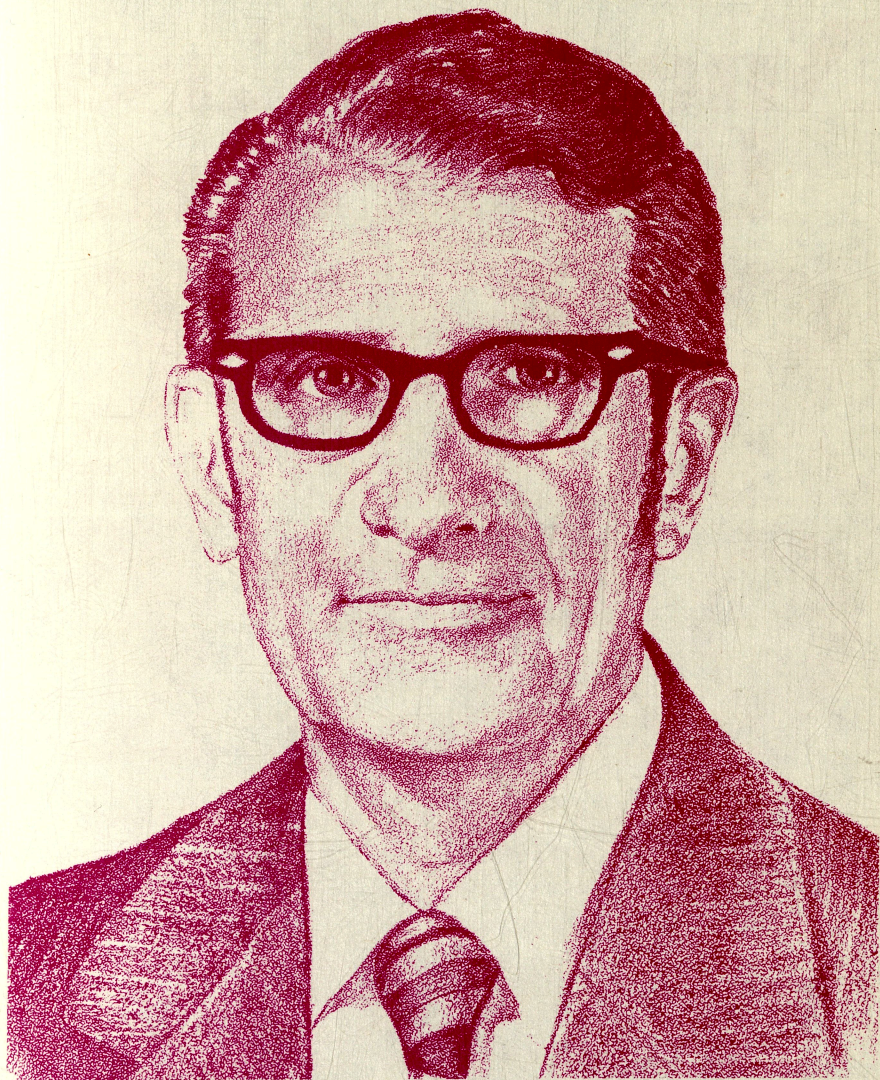
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Radio KAZA 1:00 - 3:00 p.m.



The founding in early 1972 of *La Luz*, the first national magazine for America's 16 million Hispanic citizens, rounded out three decades of valuable contributions to education, business and government posts by Dr. Daniel T. Valdes. He had been acutely aware for many years that the Hispanic-American really had no widely visible public forum for expressing his frustrations, needs, and ambitions for the future. So it was that a dream of longstanding was finally realized when chief founder and publisher Valdes announced to the nation and the world the birth of *La Luz* in the first edition of April 1972. Along with his duties as Chairman of the Board of La Luz Publications, Inc., Valdes has the responsibilities of professor of sociology and chairman of the Division of Behavioral Sciences at Metropolitan State College in Denver. He also administers programs in minority education and Head Start Parent training in the Denver area, as well as taking part in numerous business and professional organizations. Valdes lives in Aurora, Colorado with his wife and two children.

La fundación a comienzos de 1972 de *La Luz*, la primera revista nacional para los 16 millones de ciudadanos norteamericanos de habla hispana, marca tres décadas de valiosas contribuciones a la educación, a los negocios, y a puestos en el gobierno del Dr. Daniel T. Valdés. Por muchos años él se había dado plenamente cuenta que los hispanoamericanos no tenían en realidad ningún foro público donde podían expresar sus frustraciones, necesidades y ambiciones para el futuro. Fue así como este antiguo sueño se vió por fin realizado cuando el fundador y editor Valdés anunció a la nación y al mundo el nacimiento de *La Luz* con su primera edición de abril de 1972. Junto con sus deberes de presidente del consejo de La Luz Publications, Inc., Valdés tiene también la responsabilidad de profesor de sociología y jefe de la división de ciencias de comportamiento en Metropolitan State College en Denver. También administra programas de educación para minorías y Head Start Parent Training en la zona de Denver. El participa en numerosas organizaciones profesionales y mercantiles. Valdés vive en Aurora, Colorado con su esposa y dos hijos.



Daniel T. Valdes

Professor, publisher

Born: May 14, 1918 in Alamosa, Colorado

Highlights: "Distinguished Service Award," Anti-Defamation
League of B'nai B'rith

"Distinguished Service Medal," National League
of United Latin American Citizens

Founder and publisher of *La Luz Magazine*, 1972

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