

El Excentrico

Humberto Garcia

March 20, 1973



RE-ELECT
Goglio
COUNCILMAN

Goglio Headquarters
626 Coleman Avenue
San Jose, California 95110
Telephone: 275-6430

VOTE Tuesday, APRIL 10

POSITION:

Parking Control Checker
(Full-time & Part-time)

SALARY:

\$588 - \$716 per month (Full-time)

\$3.39 - \$4.13 per hour (Part-time)

The City's Affirmative Action Program's Outreach Team is in the process of recruiting minorities as Parking Control Checkers.

The position consist of patrolling an assigned area to enforce motor vehicle parking regulations.

The qualifications are: Equivalent to graduation from high school and three years of full time paid experience involving contact with general public.

APPLY: Personnel Department
Room 215, City Hall, 801 North First Street,
San Jose, California

FINAL FILING DATE: Tuesday, April 3, 1973



**DOWDLE &
MANRIQUEZ
MORTUARY**

" The Finest Tribute to Our Loved Ones "

Honoring loved ones is a century old tradition. We hold this tradition in high reverence by upholding our own tradition of quality service given with warmth and dignity to each and every family, serving all faiths regardless of financial circumstances.

Our aid can make it easier for you.

Complete information without obligation.



**LENA MANRIQUEZ
GOMEZ, Director**

293 - 3747

1066 S. 2nd St.

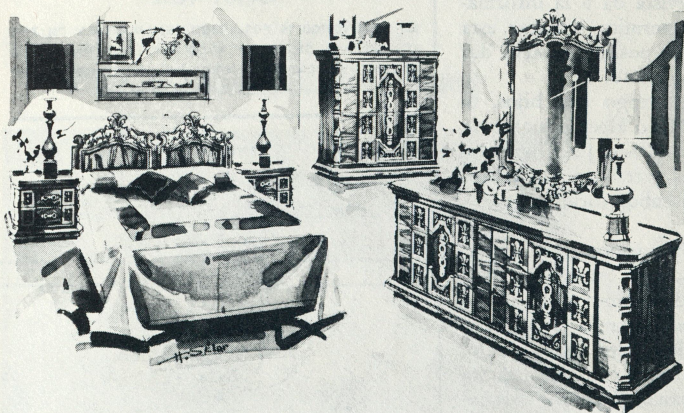
San Jose, California

HACIENDA

DISCOUNT FURNITURE

Old World Classic

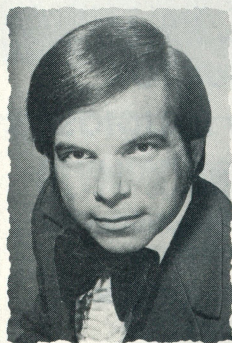
Spanish Styling



5 Pieces Complete

- Bed
- Double Dresser
- Mirror
- 4-Drawer Chest
- Nightstand

\$377.00



RENE DE LUNA
Presidente

The rich, good taste of this Spanish styled suite will add a note of quiet refinement, warmth and dignity to your bedroom. There's an abundance of storage space in the large double dresser and chest; their dust-proof drawers measure 18" from front to back — nearly 4" more in depth than most. Plastic tops are mar, scratch and stain resistant... rich natural grained Spanish Oak finish on select hardwoods and hardboard. Intricate carvings on the drawer fronts accent the ornate antique finish hardware. Truly magnificent furniture that will give you pride owning... and budget priced too.

BUDGET MINDED PRICES WITH EASY
TERMS



CANDY VELIZ
Vice - Pres.

298 - 3557

1763 S. FIRST ST. San Jose, Calif.

293 - 0392

960 E. SANTA CLARA ST. San Jose, Ca.

LETTERS TO THE EDITOR



Sr. Don Humberto Garcia,
Director del Magazine "El Excentrico"
274 Terraine St.
San Jose, Calif. 94110.

Muy Senor Mio y Amigo:

Haciendo uso de la bondadosa acogida que en su popular revista da a la informacion del pueblo, me permito solicitar esta acogida, para que, si es posible se sirva dar a la publicidad, lo siguiente:

Como Ud. sabe, yo tengo tres hijos, el menor de los cuales, Mayo Hector Juarez, se graduo en el Colegio de San Jose como ingeniero en electronicas, y trabajo nueve años con los Underwriters Laboratories en Santa Clara.

El pasado mes de Noviembre, la General Electrica, estaba buscando ingenieros que hablaran el ingles y el español, para darles educacion y entrenamiento en la nueva ciencia "la Energia Nuclear", ya que la compañía tiene contratos para construir planta de esa energia en Mexico, España y Argentina.

Mi hijo logro un contrato con dicha compañía, y se encuentra actualmente en entrenamiento en una planta de la Compania en Morris, Illinois, y al terminar será comisionado en la construccion y operacion de esas plantas en Mexico o España.

Al informar a Ud. esto Señor Garcia, lo hacemos con el legitimo orgullo de ver que nuestros hijos estan luchando por mejorar su vida y sus conocimientos.

Mucho muy agradecido por la acogida que se sirva dar a la presente, me repito una vez mas, Sr. Garcia, como su amigo S.S.

Luis G. Juarez Sr.

For Your

WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110

El Excentrico

24th Year No. 24

March 20, 1973

HUMBERTO GARCIA
PUBLISHER

BERT GARCIA
MANAGER

MARC GARCIA
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MARCE MORA

Ma. Antonieta Hernandez

CANDY VELIZ

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292-4273

274 Terraine Street

San Jose, Calif. 95110



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Arturo's Quiet Village

Los LUNES, JUEVES y DOMINGOS
Los Fabulosos TIJUANEROS

Los VIERNES - CARLOS CASTILLO
y Su TROPICANA !

SABADO - Orquesta del Momento Cumbre

JUEVES - NOCHE de AFICIONADOS
CON MARIACHIS !

Domingos y Jueves CONTROL REMOTO
Con Jesus Reyes Valenzuela - KOFY

EL CENTRO a DONDE ASISTEN
Las MUJERES mas BONITAS !

293 - 1010

950 S. FIRST ST.

25th Wedding Anniversary



Mr. and Mrs. D. Santaferraro
recently celebrated their
25th Wedding Anniversary
at Antonino's Restaurant in
Hayward, California
party was offered to them
by by their children.

L. to r: Anthony & Hara
Santaferraro, Mr. and Mrs.
D. Santaferraro

Daughter: Anna Marie and
Drew Squyres

(Mac Hernandez photo)

OLYMPIC DRIVING SCHOOL

Damos Lecciones desde su Casa o
desde su Trabajo.

LOS 7 DIAS de la SEMANA
DIA o de NOCHE

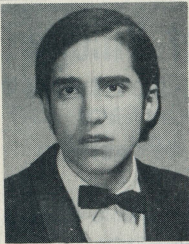
- NO CONTRACTS OR OBLIGATIONS
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- PARKING MADE EASY
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SAN JOSE, CALIF.



**marc
garcia**

+++

Social Editor

THE PROBLEMS

ALCOHOLISM

—1.4 million Californians are estimated to be problem drinkers. (A problem drinker is defined as anyone who has family, health, financial, or legal problems due to use of alcohol.)

—The cost to business, industry, and government in the state for undetected and untreated alcoholics on both private and public payrolls is estimated in excess of \$400 million a year.

—Alcoholism is the fourth leading cause of death during the economically productive years from 35 to 64.

—Half of the highway deaths occurring each year involve alcohol. This means that in California last year more than 2,000 died in traffic accidents where alcohol was a factor. (The death rate is even higher for youngsters from 16 to 24 where three out of ten traffic fatalities result from excessive drinking.)

—Approximately half of all misdemeanor bookings in city and county jails are for public drunkenness. That is more than 250,000 arrests a year—an average of 700 arrests a day—at an annual estimated expense of \$27 million.

—Los Angeles County alone estimates that alcoholism annually costs its taxpayers \$73 million in combined law enforcement, welfare, and medical expenses.

VENEREAL DISEASE

—It is estimated that one in ten persons between 15 and 25 has venereal disease.

—In 1972, for the 11th straight year VD topped the list of reportable communicable diseases in California.

—More than half a million Californians have either undetected or unreported venereal disease.

—111,000 cases of VD were reported in 1972.

—More than 62 million a year is spent to maintain the syphilitic insane in California institutions.

—Annual aid to the syphilitic blind in California is estimated at \$600,000.

—Failure to control VD directly costs California taxpayers more than \$12 million a year.

—Lost wages in the state due to venereal disease represent \$11 million annually.

DRUG ABUSE

—More than 34,000 minors and 102,000 adults were arrested for drug offenses in 1971. Relative to figures for 1960, this represented a 2,150 per cent increase for minors and 580 per cent for adults.

—More than 1,350 persons died from drug overdoses in Los Angeles County alone in 1971. This was a 19 per cent increase over the previous year.

—Half a million Californians are estimated to be drug dependent.

—One in seven of these arrests was for heroin use.

—Heroin costs Californians \$1 billion a year (law enforcement, medical and treatment costs, stolen property, etc.).

—More than 10,000 Californians are under direct treatment for heroin use.

—In San Francisco in 1970 the average age of persons dying from heroin overdoses was 38 years. In 1971 the average age dropped to 34 years and in 1972 to 29 years.

—Three years ago only 20 per cent of the heroin overdoses were female while in 1972 they accounted for one-half of such deaths.

DENTAL HEALTH

—19 million Californians (95 per cent of the population) have dental decay.

—An estimated 90 per cent of California's adults have gum disease.

—2.2 million people in California are without natural teeth. Half the population over 65 is without natural teeth.

PACIFIC TELEPHONE



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Employer**



On April 10, Re-Elect

COUNCILMAN

ROY B.

NAYLOR

- New industries that will provide jobs for San Jose people.
- Supporter of Plaza de Guadalupe and Mexican Cultural Center.
- Dedicated to a Better San Jose for ALL our citizens.

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at 4th & Julian only!



**ALBIE
BURGERS**

only 18¢

Buy 'em by
the bagful
6 for 99¢



So good
our manager
Al Alvarado
eats 'em!

Soft drinks... 16c

Shakes... 24c

Tacos... 19c

**SE HABLA
ESPAÑOL**



**Por
MARIA
ANTONIETA
HERNANDEZ**

CARAVANA ARTISTICA

Su nuevo Teatro U.A. su teatro de lujo en San Jose, como justamente lo llaman, vio engalanado una vez mas su escenario, al presentar por 2 dias consecutivos, una mas de sus ya famosas caravanas artisticas. La cual estubo encabezada en esta ocasion, por el triunfador GERARDO REYES, quien con su estilo tan propio deleito a la numerosa concurrencia.



GERARDO REYES

ALVARO ZERMENO, cantante, estrella de cine, teatro y television, hizo su aparicion, cautivando de inmediato sobre todo al genero femenino.

LAURA FIERRO, joven valor de la cancion ranchera, que con su belleza y encanto ademas de un gran talento, hizo las delicias del auditorio.

LOS FONOMIMICOS, comicos ampliamente conocidos en la localidad, quienes por poseer un estilo tan original en su modalidad, son frecuentemente solicitados por los empresarios californianos y muy queridos por el publico local.

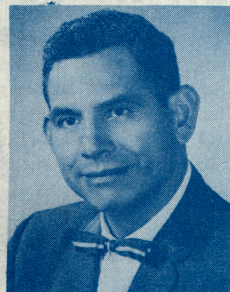
HERMANITAS RODARTE, un par de jovencitas, que a escasos 6 meses de haber salido triunfadoras en un concurso de aficionados, estuvieron a la altura de sus compaÑeros.

Acompañaron a todos estos artistas, el fabuloso, el uñico MARIACHI SAN MIGUEL, que bajo las ordenes de SALVADOR PADILLA, pusieron de manifiesto una vez mas su indiscutible arte musical.

Actuo como Maestro de Ceremonias y lo hizo estupendamente, ese nuevo locutor de Radio KAZA, JUAN ANTONIO GARCES, que procedente de la ciudad de Los Angeles California, ha venido a reforzar las filas de locutores de habla-hispana, en el area de la bahia, tan necesidades de elemento profesional.

Ya para terminar, quiero dejar asentado, que gracias a un esfuerzo mas de la Empresa Rodriguez, para fines del mes de Marzo, tendremos la presencia de JULIO ALEMAN, ese indiscutible actor, que ocupa un lugar preferente dentro de la Industria Cinematografica Mexicana y del publico en general. Atentamente . Maria Antonieta Hernandez.

SERVICIO de INCOME TAX



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Jose J. Alvarado

297-1339 1190 E. Santa Clara St.

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**CONSTRUCTION OF OFFICE BUILDING FOR
PACIFIC GAS & ELECTRIC, PARK CENTER
FINANCIAL PLAZA, SAN JOSE, CALIFORNIA**
Sub-bids from Minority Contractors Encouraged

BIDS DUE: TUESDAY, APRIL 3, 1973, 3:00 P.M.

Plans available: Daily Pacific Builder Planroom, San Francisco; Builders Exchange in San Francisco, Santa Clara, San Carlos, Contra Costa & Alameda Counties; Business & Professional Guidance Council, San Jose and F. P. Lathrop Construction Company Planroom, Emeryville.

F. P. LATHROP CONSTRUCTION COMPANY

5801 Christie Avenue #600

Baybridge Office Plaza

Emeryville, California 94608

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EQUAL OPPORTUNITY EMPLOYER

Please Note: "Pursuant to Executive Order 11246, as amended on Equal Employment Opportunity, a prime contractor and subcontractor who sign a contract on a Federally-assisted construction project are required under certain conditions to present written Affirmative Action Programs prior to award of contract and to have the same approved. At pre-award conferences, the successful bidder and his known principal subcontractors shall be required to present and discuss the approach to be taken by the successful bidder and subcontractors to implement the requirements of affirmative action for equal employment and training in accordance with Executive Order 11246, as amended."



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•
VARIEDADES DE

Enriqueta y Roberto

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SAN JOSE, CALIFORNIA

Escuche Ud. este GRAN PROGRAMA
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Todos los SABADOS

De 6:30 a 7:30 p.m.

Roberto (El Primoroso) y la Poetiza Enriqueta
Presentan un SHOW de PRIMERA FILA !

MUCHO EXITO !



Rudy Gallo

gallo

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Toda Oferta Razonable Aceptada

\$300 ,000.00 de INVENTARIO

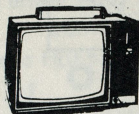
Vamos a Movernos a un lugar Mas Grande — Venta sujeta a Inventario

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SPEED QUEEN

SCOTT
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TV BLANCO y NEGRO
Garantizado sea Zenith
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Reg. \$119.95

En Venta \$59

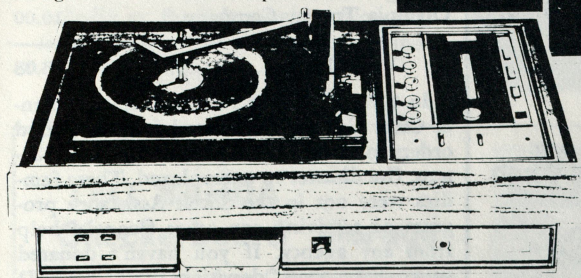
ZENITH
R. C. A.
MOTOROLA
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SONY

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brings you this total
stereo music center

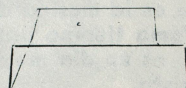
\$159.95

All-in-one unit includes built-in 8-TRACK
stereo tape, GARRARD 4-speed record
changer, AM/FM/FM multiplex radio...

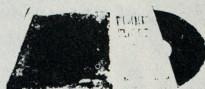


SPECIAL VALUE BONUS:

But there's more... An added
\$32 bonus value with each purchase:
one 8-track stereo cartridge,
one stereo LP record, a set of stereo
headphones, and a see-through
dust cover for the phonograph.



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ONE STEREO LP RECORD



ONE 8-TRACK STEREO TAPE CARTRIDGE



STEREO HEADPHONE SET

Limited quantities... Hurry while they last

NADA de ENTRE una vez Aprobado su Credito

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DOMINGOS de 12 a 5

Central TV & Appliance

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Telefono 295 - 3463

SE HABLA ESPAÑOL

4th Street Exit North
OFF ROUTE 280
We Are At The Corner
of 2nd & San Fernando



por
Daniel
Saldaña



TOMA TIEMPO

Toma tiempo para pensar ...
este es el recurso del poder.

Toma tiempo para jugar ...
este es el secreto de la eterna
juventud.

Toma tiempo para leer ...
esta es la fuente del saber.

Toma tiempo para rezar ...
este es el mas grande poder en la
tierra.

Toma tiempo para amar y ser
amado ...
este es un privilegio dado por Dios.

Toma tiempo para ser amistoso ...
este es el camino de la felicidad.

Toma tiempo para reir ...
este es la musica del alma.

Toma tiempo para dar ...
este es un dia muy corto para ser
agoista.

Toma tiempo para trabajar ...
este es el precio del exito.

Autor desconocido.

TAKE TIME

Take time to think
it is the source of power.

Take time to play
it is the secret of perpetual youth.

Take time to read
it is the fountain of wisdom.

Take time to pray
it is the greatest power on earth.

Take time to love and be loved
it is a God-given privilege.

Take time to be friendly
it is the road to happiness.

Take time to laugh
it is the music of the soul.

Take time to give
it is too short a day to be selfish.

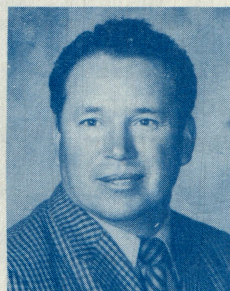
Take time to work
it is the price of success.

UNITED FOOD DRIVE

of

SANTA CLARA COUNTY

FINANCIAL REPORT 1973



Dan Romero, Treasurer

Source	Income	Expense
Starlight Ballroom Dance.....	\$2,018.15	
Raffle at Dance	36.36	
Connie Caudillo Band.....		\$185.86
Jimmy Garcia Band.....		185.00
Supplies		11.62
Starlight Ballroom Dance.....	990.11	
Raffle at Dance.....	20.00	
Lina Manriquez Gomez.....	25.00	
El Excentrico Supplies.....		75.00
Richard Diaz Pictures.....		24.00
Ramon Raldo Food.....		36.60
Starlight Ballroom.....		190.00
Olympia Trophy Company		10.00
TOTAL.....	\$3,064.62	\$718.08

In 1972, UNITED FOOD DRIVE of Santa Clara County contributed food and food orders to 52 families. The needs varied, sickness, fire disaster to unemployed. These families were not in the Social Assistance program or receiving any other financial help from any agency. If you haven't donated your share mail donations to UNITED FOOD DRIVE, 222 South Jackson Ave., San Jose, California. Can goods are also accepted. Please call 259-2765, 251-2892 or 296-2620.

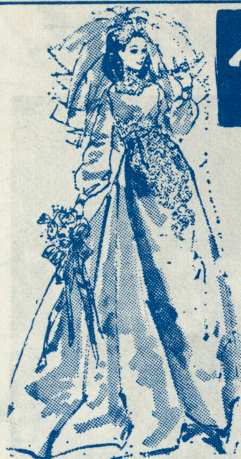
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Humberto or Bert Garcia

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EASTRIDGE**

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OPEN DAILY till 9:30 p.m.

SUNDAY 12:00 to 5:00 p.m.

Bank Charges Welcome - Lay Away Plan

HAPPY BIRTHDAY EMILY RUIZ

Lovely EMILY RUIZ
celebrated her BIRTHDAY
January 22, 1973

With a Bang out PARTY at
Arturo's Quiet Village

She needed a semi-truck to take all
of her gifts home.

Emily on the left receives a pearl
necklace from her pal Angie Martinez

CONGRATULATIONS ... !



LEO BANDA Checkerboard Garage

'El Hospital de Los Carros Enfermos'

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ALINIAMIENTO de RUEDAS

SERVICIO de FRENOS

TRANSMISIONES AUTOMATICAS

REPARACIONES en GENERAL

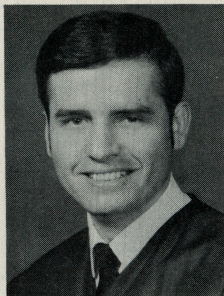
Master Charge - Bank Americard



Lionel Banda y Personal

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San Jose, Calif.



Doctor
PETER O'HARA
Quiropractico



NERVIOS TENSOS en TODO el CUERPO

**SABIA Ud. que Hay 11 SIGNOS
PELIGROSOS en TENSION
NERVIOSA ?**

SON LOS SIGUIENTES:

1. Deprecion Nerviosa
2. Tiesura Del Cuello
3. Dolores en los Hombros
4. Insomnio
5. Insensibilidad de Brazos y Manos
6. Dolores en las Plantas de los Pies
7. Dolores musculares de muslos y piernas
8. Dolor paralizante en la cintura
9. Sensacion de angustia en el pecho
10. Dolores de cabeza neuralgicos
11. Nervios tensos en todo el cuerpo

Estas SINTOMAS son las causas de condiciones muy serias. Tension en su Espina Dorsal le roba energia vital.

Especializamos en condiciones Dificultosas y Cronicas

Cuando cualquiera de estas SEÑALES aparescan en cualquier miembro de su familia llame a mi oficina para una cita.



DR. PETER O'HARA
Dr. of CHIROPRACTIC
Tel. 248 - 8700

2074 EL CAMINO REAL
Santa Clara, California

(El Camino Real en Scott Blvd.)
GRANT PLAZA

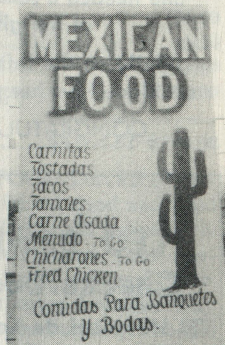
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MEXICAN
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distribuidores de Frutas y Verduras
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(En frente de Pink Elephant Mkt.)



LAS CAZUELAS

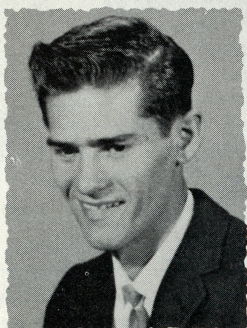
Aqui Encontrara el MENU
mas Extenso y Variado de
toda la Bahia

Lo Mas Selecto y Delicioso
En Comidas Mexicanas

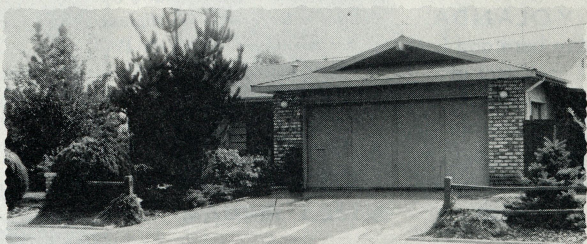
Carmen Gonzalez, Prop.

297-6370 30 S. SECOND ST.

CASA de LA SEMANA



AL COOK



LISTA PARA SU INSPECCION
3 RECAMARAS - 2 BAÑOS

Cuarto de Recreo - Pation con Cemento
Lote de Esquina - Lugar para un Barco
o un Trailer \$29,500



East Valley Associates

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SIRVIENDO A LA COLONIA DESDE 1933

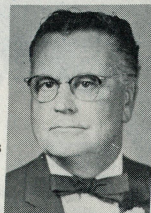
EN QUIEN PUEDE UD,

DEPENDER

EMBALSAMADORES

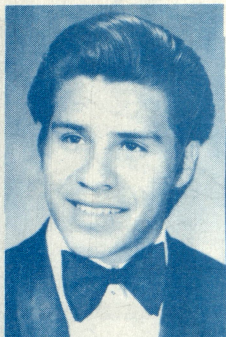
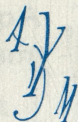
REGISTRADOS

ABIERTO 24 HORAS
SE
HABLA ESPAÑOL



**ALAN A.
ALAMEDA**

TELEFONO 293-0073 600 S. 2ND ST. SAN JOSE, CA.



*Sr. Cesario H. y Sra. Petra Unzueta
Sr. Juan y Sra. Josefina Moran
participan a Ud. el enlace
de su hija e hijo*

Yolanda y Abel

YOLANDA
Was born and is a
resident of
Sacramento
California
Attended
Norte Del Rio
High

*Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Sabado 24 de Marzo de 1973, a las 3:00 p.m.
en la Iglesia Nuestra Señora de Guadalupe
2020 E. San Antonio St. San Jose, California*

ABEL
Was born in Durango
Mexico
A resident of
San Jose for 15 yrs.
Attended
Piedmont High

Marglads

Monday, Tues. Wednesday & Friday
9:30 a.m. to 5:30 p.m.
THURSDAY 12:00 to 9:00 p.m.
SATURDAY 9:30 a.m. to 5:00 p.m.

BRIDAL SALON

Is famous for individual attention
WEDDING GOWNS
BRIDESMAID GOWNS
MOTHER OF THE BRIDE
PROM DRESSES
PRESENTATIONS

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IN DOWNTOWN SAN JOSE SINCE 1945
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Pink Elephant Mkt

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Con Una Linea Completa de PRODUCTOS MEXICANOS



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Radio KOFY'S announcement of PINK
ELEPHANT MARKETS

2nd ANNIVERSARY Customers Appreciation

Give Aways are:

Portable TV's - Miss O. Luna 1623 Melrose

Ave. S.J. and Ernestine Supia

P. O. Box 58, Alviso, California

Portable Sewing Machine - Martha Meza

964 Belhurst Avenue, S.J.



MANUEL AUSTIN



DANIEL SALAZAR

No. 1 PINK ELEPHANT MKT.

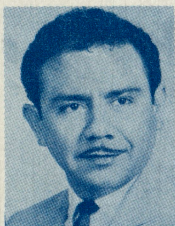
400 S. King Road 272-2446

No. 2 Hyde Park-Pink Elephant

1098 N. First Street

275 - 1480 275 - 1485





Club San Felipe



Candy Veliz

One very important factor that makes the United Food Drive successful is the news media. So, to the news media, we are very thankful and they are: TV channel 36, Eddie BJORQUEZ; TV channel 20, Enriqueta & Roberto; radio station KAZA, Jose Armandariz, Dan Alonzo, Juan Antonio Garces and Lalo Cavallero; radio station KGEL, Ruben Valentin and all his good guys; radio station KOFY and personnel; and last but not least El Excentrico. Muchas gracias.

When you think of furniture, TV, stereos or appliances, think of Hacienda Discount Furniture. Where we guarantee everything we sell.

I can't get it through my thick skull why we haven't made any progress in getting Mexican-American on nationwide TV commercials. The blacks are not standing still and they see to it that no major commercial gets on the idiot tube without a black. The Mexican-Americans are, so far down the totem pole that even when the script calls for a Mexican water boy it is portrayed by

Photo shows Mariachi De Ysidro Rivera with top violinist Maruca Garcia, or should I say, Maruca, a young lady that digs Mariachi Music.

an anglo. And just where is the end of humiliation? Can it be possible that the anglos think that we are unable to do anything? If they do, let's get on nationwide commercials anyway and prove to them that we are good, very good. Let's not let them think que somos machos y muy grandes pero no hacemos ni ruido.

La Fonda in Town and County Village is the place for lunch or dinner and don't forget the succulent margaritas.

The Moran and Martinez families express their thanks and appreciation to everyone that accompanied them in their hour of grief in the death of their beloved one, Mr. Genaro Moran.

Enjoy good music and delicious mixed drinks at the Quiet Village where you are served by Victor Lamon. Victor may not be the best bartender in town, but he is the best paid. Victor always sees to it that you get a good drink. Alaska demands it and the public likes it. Bailamos?

The United Food Drive thanks Harry and Ari Evans for the use of the Starlight Ballroom and also recommends their new night club in the same building. Remember Thursdays, Fridays, Saturdays and Sundays, the Starlight Ballroom and night club.

El Charro on South First and Virginia in San Jose is now opened every day from 10 a.m. to 10 p.m. . . . the service and food are excellent. Le recomendamos El Charro.

Al Garza — Vote for Al Garza — Let's keep a good Councilman — Al Garza.

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que aqui se anuncian**





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 - formal
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**PRICES to SUIT
ALL BUDGETS**

**Bridemaids from
\$36.00**

**WEDDING
GOWNS
from \$69.95**



PLANTING EFFORT

Supervisor Dan McCorquodale, Mrs. Di-
anne Overbo, and Mrs. Mary Ann Ecklund,

discuss arrangements for planting effort
along Central Expressway. Volunteers braved
the rain to plant 2,000 shrubs.

FERNANDO'S HIDE - AWAY

Baile Los VIERNES y SABADOS

desde las 9:00 p.m.

TODOS LOS DOMINGOS

desde las 8:00 p.m.

Conjunto BRONZE SOUL

Percussions: Rudy Rosales

Keyboard: Juan Armando

Abierto diariamente de 11 a 2 a.m.



293- 9788 Fernando Calderon, Prop. 1347 E. Julian St.



En la Grafica la encantadora Maruca Garcia
y su primorosa ahijada
CECILIA NOILANI BROWN

CECILIA NOILANI
BROWN

Born August 28, 1972



Iz. a der: Luis Ramos -padrino, Sam Brown
padre de la niña, Rachel Bermudez -madrina
Maruca Garcia -madrina, Theresa Rojo mama
Sonia Brown, Rev. P. Ramirez, Harold Hale

Mr. and Mrs. Sam Brown
request the honour of your presence
at the

BAPTISM

of their daughter

CECILIA NOILANI

Sunday, February 11, 1973, at 1:45 p.m.
Sacred Heart Church — Willow & Palm Sts.
San Jose, California

Godparents: Harold Hale and Maruca Garcia
Luis Ramos and Raquel Bermudes

Reception: Garden Neighborhood Center
801 Willis & Virginia Sts. At 3:00 p.m.

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★ DELICATESSEN ★ and TORTILLA FACTORY

Especializamos en TORTILLAS de HARINA!

TAMALES — MENUDO PAN CALIENTITO

(Diariamente)

★ HOT FOOD TO GO ★

ACEPTAMOS ESTAMPILLAS DE COMIDA

Abierto de LUNES a VIERNES 7:00a.m. a 9:00p.m.
SABADOS y DOMINGOS de 7:00a.m. a 8:00p.m.

195 S. 28th ST.

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SHOW ROOM in the World ! GIANT FURNITURE
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 3. Bank Financing — Easy Credit
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 6. Deal directly with owners and Save
 7. No commission salesman to pressure you
 8. Delivery and Set - Up Service Available
- Many other reasons too numerous to mention

Others Say It — We Do It !

The Biggest Savings — **WE DO IT!**
The Largest Selections — **WE DO IT!**
The Best Values — **WE DO IT!**
Instant Delivery — **WE DO IT!**

The Only Way to Buy is the Giant Way

OPEN DAILY Till 9:00 p.m.

RUDY MOYA — ANTHONY EREDIA

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(So. First St.)**



VETERANS OUTREACH PROGRAM

1680 E. Santa Clara St.
San Jose Office

258-0663 "HIRE A VETERAN"
SAN JOSE, CALIF. 95127

February 5, 1973

El Excentrico
274 Terraine St.
San Jose, California 95110

Dear Gentleman:

Congress can be O.K. They rap a lot, of course... but they also pass laws. They passed one recently that jazzed up the old GI Bill so Viet Vets can get cash to go to school.

But you've gotta follow some rules and go through a little red tape before they send you the cash—otherwise some sharpy would probably steal it all and there wouldn't be any left for us Vets who need it.

The main thing is that there are dudes just like you, with all the doubts, all the questions, and all the same feelings... who have done it... who were turned off... but who decided to go to school, or back to school. These guys who are in college now, studying things that will place them in jobs with salaries that are a lot higher than what an E-3 is into.

But education isn't cheap. Uncle Sam will help, through the new GI Bill. But even that money won't do it all. Even if you get the top benefit by going to school or college full-time, you'll still need extra bread. And you get that with a part-time job.

Also, there are all kinds of scholarships (free money) and non-interest loans that may be available — from both Government and private sources. These vary from place to place—but more about these later.

First things first—like a high school diploma.

NOW FOR ALL THE OLD WWII,
KOREA AND VIETNAM VETS:

The VA Loan Program has changed many times since you and I bought our homes in the fifties. The guarantee loan used to be \$4000.00, now it is \$12,500.00. This means that even if you have already bought a home on the GI Bill you probably qualify for another loan so come in and see us and I'll get you another Eligibility Certificate—There are now many good Chicano Real Estate Veterans that will be happy to help you buy a

home. The El Excentrico lists a few of the Real Estate offices. Stop at our office and we will help you—We are in this office for you VETS benefit. Our address is 1680 East Santa Clara, San Jose, California.

Thank you!!!!

Obtain Your Copy of

EXCENTRICO

With Any of Our Sponsors

Dr. JUAN De HERAS, D.C.

Casos de Accidentes de Casa, Trabajo

Welfare y Automovilisticos

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Mr. SANCHEZ



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Special SALE on Suits !

\$39.95 and Up

SPORT COATS \$24.95 and Up

SAVE UP to 1/2 OFF

BACK to SCHOOL in FASHION with Flair

Vest, Long Sleeve Body Shirts, Jackets

HOURS: 9:30 a.m. - 5:30 p.m.

Thursday and Friday til' 9:00 p.m.

Use our Lay Away Plan - First National

Master Charge or Bank of America

(Downtown San Jose)

GAS MEASUREMENT

Robert Horger, County director of weights and measures, examines equipment in the County's new metrology lab. His agency has been certified by state and federal agencies to do measurement verification work once done only by the National Bureau of Standards.



Se le Atiende en Ingles o Español

En Su propia Casa



**GEORGE W.
DICOCHEA**



**Obtenga Las
DEDUCCIONES MAXIMAS**

**Con Este
SERVICIO GARANTIZADO**

PARKVIEW GEM DEPT. STORE

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1717 N. FIRST ST.

San Jose, California



CANCIONES MEXICANAS



PABLO CUIREL

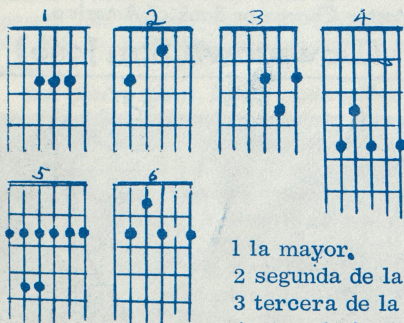


"EL GOLOSO"

OLIVIA R.
DE LUNA

"LA CUCARACHA"

(Popular song during the Mexican
revolution 1910-1920)



- 1 la mayor.
- 2 segunda de la
- 3 tercera de la
- 4 segunda fa sost.
- 5 fa sost. menor
- 6 segunda de mi.

(1) Una cosa me da risa, Pancho Villa
sin cami(2)sa, ya se van los carrancistas, por-
que vienen los villis(1)tas.

CORO:

(1)La cucaracha, la cucaracha ya no puede
cami(2)nar, porque no tiene, porque le falta,
marijuana que fu(1)mar.

(1)Para sarapes Saltillo, Chihuahua para
sol(2)dados, para mujeres Jalisco, par' amar
toditos (1)lados.. (1)Las muchachas son de
oro, las solteras son de (2)plata, las casadas
son de cobre, y las viejas de hoja(1)lata.
FIN.

LOS CARNALES GUITAR ASSOCIA-
TION'S first year officers, 1973, are as fol-
lows: Pres., Pablo Curiel; V. Pres, Frank
Zamora; Sec., Alex Islava; Treas., Lauriano
Montiel; Sarg. of Arms, Angel Jasso. The
Club is planning an Easter event at Senter
Park, San Jose, Calif. For information re-
garding this club you may call Alex Islava
at 258-7602.

PABLO'S HIT PARADE:

1. Volver, Volver
2. Jema

Conferencia Sobre el DIABETIS

MIERCOLES 18 de ABRIL

1621 Gold St. - Alviso, Ca.

Otra vez mas es tiempo para nuestra junta
para toda la gente de habla-hispana. La So-
ciedad de Diabetes del Valle de Santa Clara
envita a todas personas interesadas sobre el
diabetes que tomen parte en nuestra discusion
el miercoles, 18 de Abril de 1973, en el Cen-
tro de Salud para la Familia en Alviso, 1621
Gold Street, Alviso.

El doctor, Martin Cremada, psicologo, y
Tomas English, estaran alli para contestar
sus preguntas. Tendremos especialistas en
la dieta para atenderle con problemas sobre
la dieta.

Vamos enseñar una pelicula para ayudar
explicar la diabetes. Traigan la familia, acu-
erdense que lo que no saben les puede hacer
daño.

*Hasta Lugo,
Su amiga Olivia*

For Your

WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110

Obtain Your Copy of

EXCENTRICO

With Any of Our Sponsors

3. Una lagrima
4. Las mananitas

The selection of the above songs is based
on requests made to "El Trio Azteca" of
San Jose. You may participate in the hit
parade by calling in your favorite song to
227-8267.



AMADO y CARMEN GARCIA
PROPS.

292-3710 799 S. First St. San Jose

MOTORES GILBERTO RAMOS

GILBERTO RAMOS Mr. NO! NO! NO!



ESCUCHE el Programa de
Radio con Daniel Alonzo
Radio KAZA - 1290
6:00 a. m. a 9:00 a. m.

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En San Jose

El Hombre Que Nunca Les Ha Dicho

NO! NO! NO!

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MOTORES GILBERTO RAMOS

MOTORES GILBERTO RAMOS

MOTORES GILBERTO RAMOS



El Tropical Club

— EN PERSONA —

Las Hermanitas ORTIZ y su Conjunto
Directamente de Texas

Todos Ilos Viernes, Sab. y Domingos

DANNY RAMOS, Prop.

293-9731 1620 Almaden Road

El Fotografo de las ESTRELLAS

RICHARD DIAZ
292 - 3294



INTRODUCING

An up and coming Ranchera Singer
Her name is

LAURA CONSUELO

We wish her all the luck in the world



BAILE DE BENEFICIO Damnificados de NICARAGUA

These young ladies
attended the dance
held at the Hawaiian
Gardens recently

Beckie Robledo, Mary
Ann Jordan, Olivia
Medrano and

Rosa Rojo.



Don't forget to tune in on Channel 20
every Saturday at 6:30 to 7:30 p. m.
and see VARIEDADES with

ENRIQUETA & ROBERTO
Their program is getting better
and better and better !

Ultimos Estilos en Ropa

Vista Elegantemente!

Facilidades de Pago

BERNIE BERG amigo de los de Habla Hispana le invita a que pase a ABRIR su cuenta de CREDITO y obtenga toda la ropa que necesite inmediatamente, se le ofrece un excelente Plan de CREDITO.

Berg's

295-0868

52 S. FIRST ST.



En la grafica Oliver Dunbar, Tony Camara Tony Venti, Ray Vierra, Bill Cunningham y al centro el Prop. Bernie Berg.

FORD MOTOR COMPANY

Plant Manager Robert L. Collins, left, cuts off a portion of the company's Landess avenue frontage and presents it to Chairman Ralph H. Mehrkens of the County Board of Supervisors. Ford's dedication of 1.5 acres will make it possible for the County to extend Montague Expressway to Interstate 680.



DISCOVER THE GOOD LIFE!

2, 3 or 4 bedrooms • electric kitchen • private patio • enclosed 2-car garage • swimming pool • recreation center • no exterior maintenance — and rent-size monthly payments!

FROM **\$21,495** VA/FHA
Conventional

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Telephone (408) 263-6050.

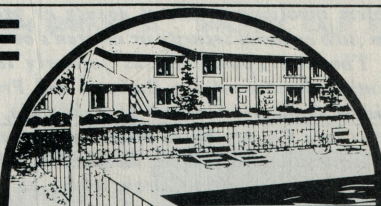
Sales Office open daily 10 a.m. to sunset.



MARK OF BUILDER EXCELLENCE

ROBERT H.

GRANT CORPORATION



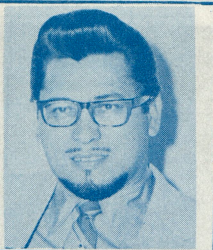
Northpark Square

patio townhomes

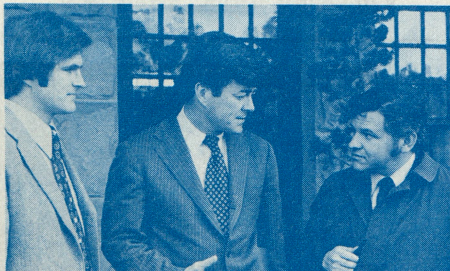


CRITICA SOCIAL

por
Rudy
Belloumini



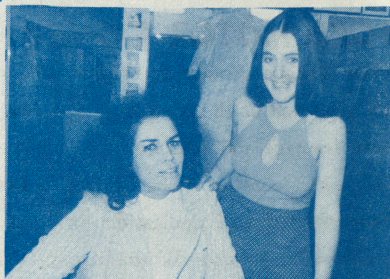
"Cuando usted es listo, bien informado y conoce sus derechos constitucionales, Ud. es considerado como un verdadero pleitista"—When you're smart, well-informed and know your constitutional rights ... you are considered a real troublemaker.



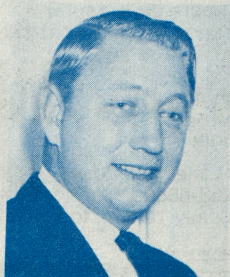
Congressman Paul N. McCloskey Jr. has appointed Edward P. Sanchez as his new field assistant for the southern part of the 17th Congressional district. As field assistant to the Congressman, Eddie is in charge of establishing office hours in locations convenient to the constituents of the 17th Congressional district in the cities of San Jose and Santa Clara, and in particular, will seek to expedite appropriate Congressional inquiries on behalf of any constituent with a problem involving a federal agency or program such as social security or veteran's benefits. The new appointee was formerly the executive director of the Business and Professional Guidance Council of California, a Santa Clara County based minority contractors' association, and is a member of the Board of Education in Gilroy, where he resides. Sanchez is a member of the American GI Forum, was the first community relations representative for the Santa Clara County Sheriff's department and was subsequently Chief, Tenant Relations and assistant to the director of the County Housing Authority. The other gentleman in the picture is H. Lee Holden, McCloskey's district representative. *"La politica es el arte de aplicar en cada época aquella parte del ideal que las circunstancias hacen posible"—Cánovas.*



TED TERRAZAS, candidate for a seat in the Board of Trustees, Alum Rock School District, was honored by Placido Gonzales in offering his home as a Campaign Headquarters to support his election on April 17. Mr. Terrazas is deeply involved in community affairs, believes in equality for all the people of his district. He needs your support, call him at 251-7306 or 258-1083. His campaign headquarters is located at Placido's home, 1523 So. King Rd. *"El ejemplo es lo que más vale"*—Manzoni.



And now for some beauty ... Introducing two vivacious ladies, who have expertise in the latest fashions for women, especially in wedding gowns, Vera and Janice are ready to assist you at **RABINS Fashions**. Next time you're shopping at Eastridge Mall visit them or call 238-2424 and tell Vera you're coming to see her. *"Cuando se trata de equipos para Novia y Damas de Honor y también Formales y Cocktail Dresses, a VERA usted verá"*.



David J. Goglio

(continued next page)

Of the 36 candidates running for city council seats, David J. Goglio, incumbent vice mayor, will have an easy win for his Seat 6. Señor GOGGIO, un Latino, is highly respected for his integrity and ability to break any strangling hold of machine politics in city affairs, if there is any that needs to be broken. Goglio considers unemployment and the need for new industry paramount problems and said his biggest accomplishment in office was in "redirecting the city's growth pattern." The vice mayor believes that if the people keep him in office, he will continue to decide issues on their merits and the courage to confront intimidation, either financial or physical, on the behalf of the voters. "Your vote is your voice, let it be heard"—Goglio.

No le digan a nadie, pero el otro día... Some candidates are really desperate for votes, one candidate pushing for cat houses has a campaign poster at Oak Hill Mortuary... Ed Mercado, S. J. Redevelopment Agency: Hey, Rudy, what has Nixon done for you now that he has been re-elected? Gee Ed, gosh, I didn't know he owed me anything... regarding a CDA Evaluation report on the Housing Education Program, I believe there is a categorical prefabrication of half-truths... more on the subject in the future... if somebody thinks you are two-face, it's because it takes one to know one... AMIGOS FOR GARZA Tardeada will be held at Fiesta Latina Hall, 7th & Santa Clara on Sunday, March 25, desde las 3 hasta las 9 p.m., allí nos vemos... ESCUELA AMISTAD is having an open house and bazaar on April 6 from 11:00 a.m. to 3:00 p.m. at 307 Phelan St. (next to Langendorf Bakery, cor. 7th and Phelan Sts.) Home-made Mexican food, crafts, door prizes, musica and a fashion show is included en esta fiesta. Call 287-1881 for further info... did you know that the more you say, the less people remember?, so until los otros chismes.

ANGIE'S BEAUTY SALON

Specializing in
Hair Coloring & Styling

Se Habla Español

Mon. thru Fri. 9 to 6
Saturday 9 to 6
Sunday 10 a.m. to 2 p.m.

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292 - 0055 San Jose, Calif.**



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BLACK SUIT
Directors Coat and Vest
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RED, WHITE, BLUE
BLACK & GRAY
KING GEORGE - TOM JONES

Regular Hours
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INCLUDES SHIRT,
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Precios Especiales para Familias de Bajos Ingresos

SPECIAL RATES for STUDENTS

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3144 Story Road

(Off White Rd.)

Maryesther Sanchez



**La COMUNIDAD
de
SAN JOSE**



Angie Martinez



The Committee for Education at Elmwood is an organization created to speak to the urgent need for educational and vocational programs at the Elmwood jails. We are here to ask that the county government support comprehensive, continuing programs as a fundamental part of the rehabilitative process. Such programs should be given the highest possible priority in the allocation of revenue sharing funds. We believe that spending these funds on the creation of new jails is an inefficient investment of taxpayers' money and will do nothing to decrease the crime rate in Santa Clara County.

We are all too well aware of the high rate of recidivism which the present system of incarceration has done nothing to reverse. The majority of inmates are in jail precisely because they do not have sufficient education, adequate employment, income or the opportunity to obtain job training.

At the present time, the jails perform little more than a caretaking function. Although some sporadic attempts at educational and vocational programs have been made, objective studies show that they have proven wholly inadequate. Over 90% of the women and over 80% of the men in the total county jail population have no constructive activity. In short, the inmates have no opportunity to alter their nonproductive life styles.

The only way to break this vicious cycle of recidivism is to provide all inmates with a socially acceptable alternative to a life of crime. It is imperative that every inmate receive educational and vocational training based on the following criteria:

1. Equal vocational and academic opportunities for all male and female inmates.
2. Paid professional teachers, counselors and tutors experienced in working with adults with problems.
3. Vocational program offerings which have a realistic possibility of future job or on the job training.

4. Educational and job referral counseling for every inmate.

5. Opportunities for continuance of educational programs in existing community facilities after release.

The only educational or vocational programs that presently exist are the Work Furlough Program (which involves about 200 of the county's 1200 inmates) and the part-time General Education Development program (which involves about 20 of the 1200). Even if the existing programs were expanded tenfold, they would not meet the objectives outlined above. The present programs are too narrow in focus, lack continuity and do not make use of available community resources. We urge you to visit the jail, inspect the situation and talk to the inmates. You will find that Elmwood provides a minimum education for a minimum number of inmates.

While the idea of using only outside educational facilities is an appealing one, there are many underlying difficulties. For example, the need for transportation and security would limit the program to those few inmates that were judged to need only minimum security. It is mandatory that there be a smooth transition from jail to community and the only way for this to succeed is to have educational and vocational programs that begin within the jail and continue upon release. Only in this manner can all inmates be involved and at a minimum cost.

The duties of all personnel must be re-examined. Reasonable and equal work loads should be set for all rehabilitation officers for they must provide the link between the inmate and the community. Job referral service must be initiated to insure all inmates work upon release, rather than setting them adrift in the community as is the current practice. This can be accomplished by opening communication with industry and with such existing agencies as the State Department of Rehabilitation, State Department of Human Resources and Social Services. Upon release it should be verified that every inmate has been provided with such basic needs as clothes, food and transportation.

Rehabilitative programs at Elmwood will not only be a benefit to the inmates involved, but to the community as a whole. We have bypassed this responsibility for years and it can no longer be ignored.

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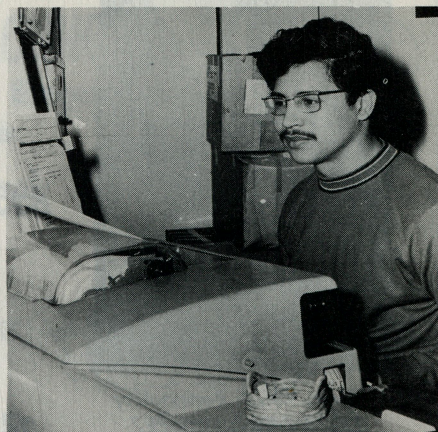
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Julio Melendez puts his teletype machine through its paces for the U.S. Department of Labor. Born in Puerto Rico, Melendez learned the skill during three years as an Army specialist.

The above cutline and photo illustrate the story "Army Veteran from Puerto Rico Finds Career and Security with Labor Department."



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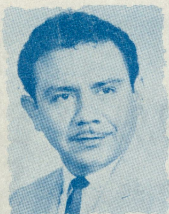
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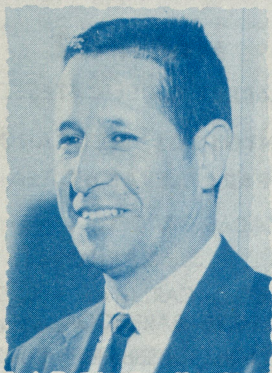
By CANDY VELIZ



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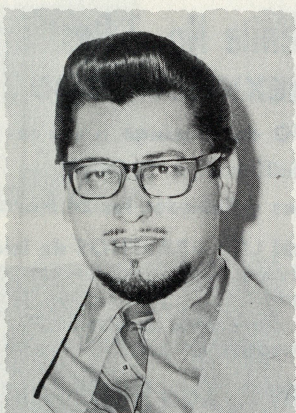
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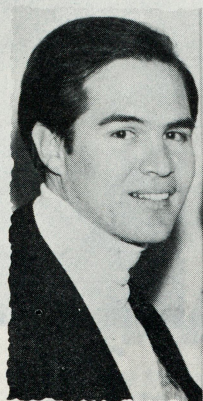
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TE VENERO CON FERVOR.**

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cual bajada de Neptuno,
en ochocientos veintiuno
bajo un cielo de cristal.

Y la laguna tranquila
con sus ondas rumorosas,
mecio tu cuna de rosas
en arrullo maternal.

En la pila bautismal
tu primer nombre "UNION",
en recuerdo del pendon
de Iturbide el inmortal.

Te estrecharon en sus brazos
Tonaya, El Grullo y Autlán,
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La "T" tienes por Topete,
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y ARREOLA el "A" te dono.

En el valle fertil y hermoso
sentaste tu trono real;
cual águila en el nopal
dominando la region.

Fuiste pionera bizoña
del Mexico Independiente
y ha sido siempre tu gente
noble, bizzara y leal.

Al cumplir quince decenios
cual ingenua quinceañera,
te engalanas mañanera
con adornos de cendal.

Pintas tus calles de gala
cual la novia su carita,
y te ostentas más bonita
cual si fueras al altar.

Veanse soberbias y altivas
tus torre blancas de espuma,
y juega en ellas la bruma
como el agua en el coral.

Y la plaza gigantesca
se moderniza y el grata,
pues vendra la serenata
y las damas a pasear.

Vienen tus hijos de lejos
con el alma robosante
pues la fiesta va adelante
y hay "rejuego" en el lugar.

Brama el toro en la corrida
canta el gallo en el Palenque,
grita en el Futbol la gente
y hay delirio y hay pasion.

Toca el Mariachi "La Negra",
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se brinda ponche en un jarro
y se embriagan de emocion.

El Sacro Templo resuena
con las notas de la Orquesta,
pues el pueblo esta de fiesta
dando gracias al Sr.

Truena el cohete en las alturas
"los carros" lucen sus galas,
el ave bate sus alas
y hay doquier animacion.

Salud, bella quinceañera
brindo por tu juventud
por tu encanto y tu virtud,
por tu gente brava y leal.

Salud, heroes ignorados
que engrandecisteis La Union,
vivis en el corazon
de esta tierra de maizal.

Salud, reina hospitalaria
que acojes en tu regazo
con sincero y tierno abrazo
al humilde y al galán.

**VIVE POR SIEMPRE FELIZ
UNION DE TULA GLORIOSA
SIEMPRE MAS GRANDE Y HERMOSA,
SIEMPRE AMANTE DE LA PAZ.**

Health and Welfare Report

The Threat to Child Care

by Earl Brian

California Secretary of Health and Welfare



Nearly 4,000 letters have crossed my desk this last week, protesting the impending cutback in Federal funding of child care programs. I have been answering these letters as quickly as possible, but I know a lot more people would like to know what is happening.

Although California's State government, particularly the Health and Welfare Agency, plays a big role in child care programs, the funds primarily come from the Federal government.

Last month, Federal officials proposed new regulations that would greatly restrict available funding for child care centers. These regulations could go into effect on April 1.

It seems that the Federal government had good reasons for these new regulations. Apparently, some groups in other states were using these funds for other than child care programs.

While any efforts to reduce abuse of government funds must be applauded, we have to be concerned about the effect of these efforts on the 1,200 child care centers in California, serving some 46,000 children. By and large, these

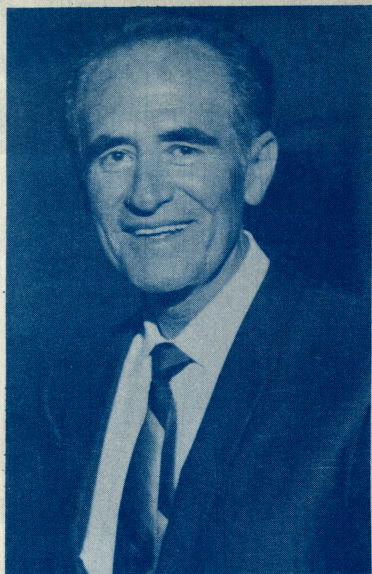
centers are totally dependent on Federal government support in order to operate.

Child care services enable working mothers and other family members to get jobs or participate in job training programs, while providing their children with proper care in a stimulating environment. Without such centers, many families would be forced to go on welfare. It would be false economy to reduce funding of child care services and cause a greater increase in welfare costs.

At the present time we are working with Federal officials to get their regulations modified. I have talked with HEW officials in Washington, and have sent members of my staff to provide further input from California. I am optimistic that we will get the Federal government to modify its position.

Finally, if our efforts in Washington are not successful, we will make every effort to get state legislation and appropriations to pick up the slack where the Federal programs are curtailed.

California needs its child care programs!



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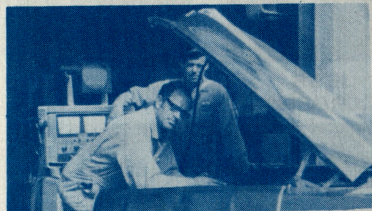
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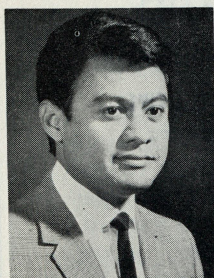
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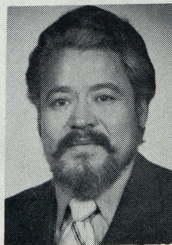
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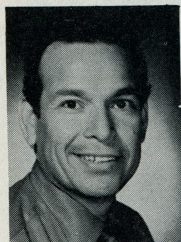
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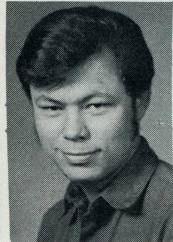
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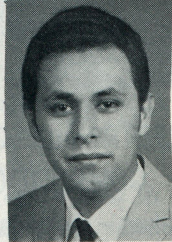
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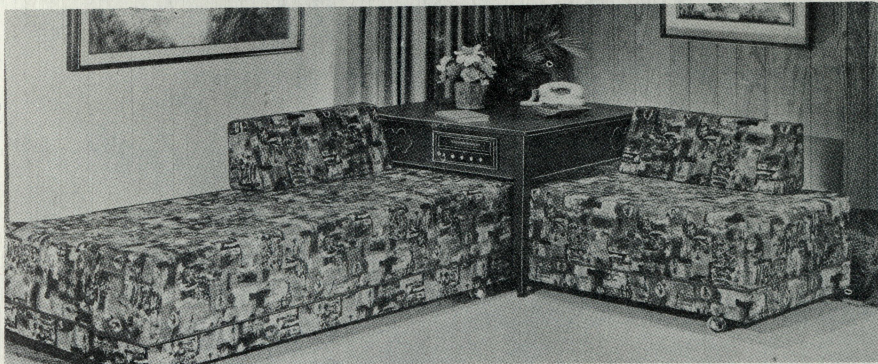
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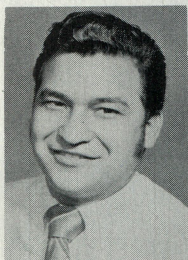
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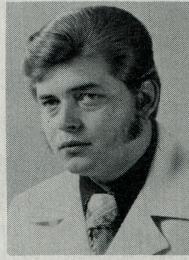
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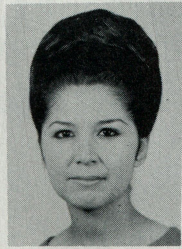
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