

El Excentrico

27th Year No. 14/November 5, 1976



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del Norte*



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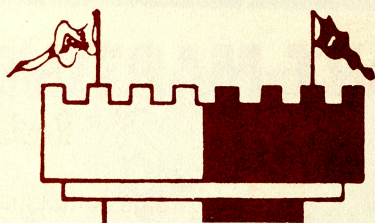
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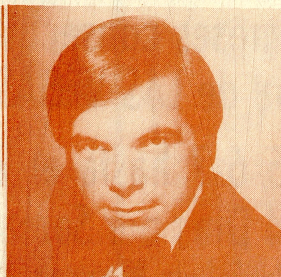
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Overfelt High School, Room F-10
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Founder/Humberto Garcia, Sr.
1948-1974

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Director/Bert Garcia

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Housing Service Center

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Vol. 34, No. 14/November 5, 1976

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

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

Postmaster: Send change of address form 3579 to business office.



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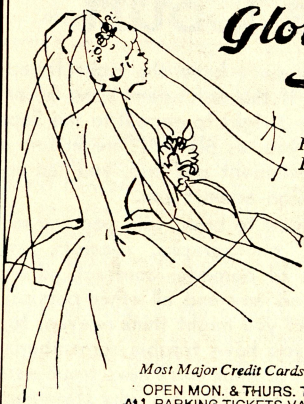
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If you are moving out of your house or apartment and are having trouble getting your deposit back, or if someone else owes you under \$500 you can go to Small Claims Court to get it back. Small Claims Court is a special court where ordinary people can get a legal action for money owed to them without the expense of a lawyer.

The Court has special rules as follows:

1) The Court can't award anything but money. This means that if anything else is asked for, like the return of property, the suit must be taken to a higher court.

2) The maximum amount Small Claims Court can award is \$500. If the suit is for more money it also must be taken to a higher court.

3) Neither the plaintiff, (the person making the claim), nor the defendant, (the person being sued), can be represented by an attorney in the Court proceedings.

If you want to collect a claim through the Small Claims Court, visit the office of the Clerk of the Municipal Court in the area in which the defendant lives. The San Jose-Milpitas Municipal Court Clerk's office is at 200 West Hedding St., San Jose.

The fee for filing your Small Claims Court action is \$2.00. The clerk will give you a form to fill out, and will help you complete it. If you wish, you may take the form home to prepare it. Be sure you know the full and accurate name and address of the person or persons you are suing.

After you have filled out the form, called the Declaration of Complaint, it must be served on the defendant, either by Certified Mail, or personally. The cost of serving the Declaration by Certified Mail is \$1.50 per defendant. If you can't serve the Defendant by Certified Mail, you can have any private person or the Sheriff's Office serve a copy of the Declaration upon the defendant personally. You or any other party to the suit may not serve the papers. To have the Sheriff's Office serve them, take the Declaration and the copy to the Civil Department of the Sheriff's Office, and give them exact instructions where the defendant can be found (home or business address).

— Before you file, remember that if you

lose, you don't have the right to appeal. However, if the defendant loses, he or she does have a right to appeal to the Superior Court. If you, as plaintiff, are in turn sued by the defendant and lose, you can appeal that decision against you.

— Be sure to bring with you any written evidence, photographs, receipts, written estimates of damage, contracts, drawings, reports and any and all other physical evidence that you might think relevant to your case. If you have trouble remembering all your facts or think you'll have trouble stating them, you can write out your statement beforehand and read it to the Judge.

— If you have witnesses, it is best that you bring the witnesses into Court to testify under oath. However, if your witnesses are working or otherwise unavailable, the Court may allow you to submit a notarized statement of the witnesses.

If you are the defendant, the person being sued:

— If you don't owe the money as claimed, be sure to go to Court on the hearing date. If you don't appear, the Court may rule against you.

— If you owe the plaintiff some money, but not all that is claimed, go to Court and tell the Judge you owe the person so much money but not the full amount demanded by the plaintiff. Even if you owe all the money demanded by the plaintiff, you can go to Court, admit that you owe the money, but ask the Judge for a "stay of execution," so that you don't have to pay the money until a certain date, or ask for a payment plan to pay the money by installments, so your wages or other personal property won't be taken by the Sheriff in satisfaction of the judgment.

— Like the plaintiff, be sure you bring with you any available evidence to prove your case.

— In your defense make sure the plaintiff doesn't demand "interest" or "carrying charges," or "collection fees" that aren't provided for by law or by a written contract.

— If a default judgment has been taken against you because you didn't show up at the hearing, you can have the judgment set aside. You must, however, apply promptly

on forms available at the Clerk's Office and you must show a good reason why you weren't at the hearing at the right time. If the judgment is set aside you may have the hearing date reset for a later time.

— If you have a claim against the plaintiff, make sure you file a counter-claim against him or her. Get the forms for filing your counter-claim from the Clerk's Office well before the hearing date, then serve a copy of the counter-claim on the plaintiff at least 48 hours before the hour set for the original hearing. If the counter-claim is for more than \$500, you may have to get an attorney and transfer the case from the Small Claims Court to a higher court.

For more information contact the Housing Service Center, 99 N. First Street, No. 200, San Jose, Ca. 287-2464.

Housing Service Center

Next Issue:
feature story on the
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THE WOMEN'S ALLIANCE

WOMA (Woman's Alliance) is an organization whose primary goal is to serve the special needs of minority and low income women. We include such services as job referrals, a clothes bank, information and referral services, forums for institutional change, stress relief, counseling by professionals and para-professionals, emergency transportation and a drop-in center.

WOMA is run by and for women and we are dependent upon donations, benefits and various other fund raisers for our existence.

On November 12, WOMA will be sponsoring a benefit cocktail party for women from 4 p.m. to 12 p.m. We especially encourage a woman only participation from 4 to 8 p.m. in order to exchange ideas, information and news in a relaxed atmosphere. It is our hope that women from throughout the Santa Clara Valley will be present. From 8 to 12 p.m., both sexes are encouraged to

attend.

There will be a \$2.00 donation and a no-host cocktail bar.

The event will take place at Councilwoman Susie Wilson's home at 1743 Valpico Drive.

For further information, contact Ana Montes or Evelyn Vasquez at WOMA, 251-5522.

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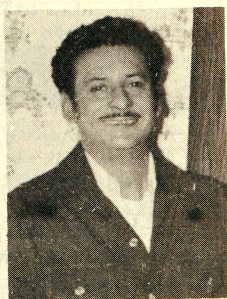
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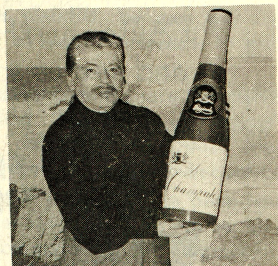
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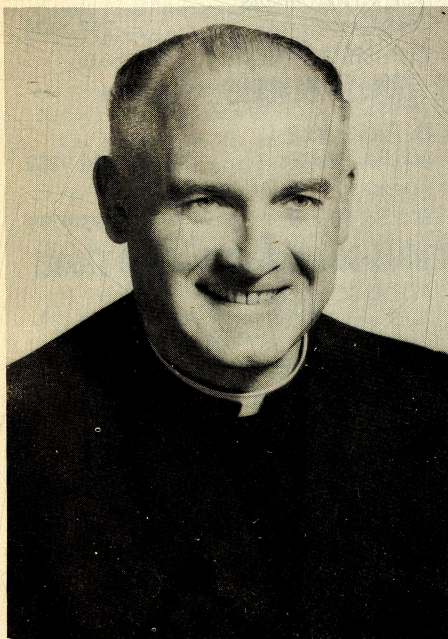
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por
**Maria de
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SOCIALES y PERSONALES



El 4 de octubre retro-próximo, el popular y muy querido padre Francisco Otazua Peña, ameritado sacerdote jesuita fué agasajado en ocasión de su día de santo con una espléndida y suculenta cena a base de platillos españoles estupendamente cocinados en la residencia de los señores Raimundo y Amanda Flores. Algunas amistades del padre Peña y de la familia anfitriona se dieron cita a las 8 de la noche en dicha residencia en donde a más de saborear los delicados platillos que merecieron calurosas felicitaciones a la "Chatita" cariñoso nombre que dan a la Sra. Flares sus numerosas amistades, se charlo, y se brindó y por la felicidad temporal y eterna del padre Peña, además, los circunstantes se deleitaron con las bellísimas canciones que

en honor del padre, interpretaran gargantas tan privilegiadas como la de la soprano Amanda Flores, la del tenor Pedro Yañez y la del cuñado de la anfitriona, quien a más de cantar muy bonita toca magistralmente la guitarra instrumento con el cual acompañó a los cantantes. La fiesta en honor del padre Peña, se prolongó hasta las primeras horas del día siguiente.



La linda niñita Gloria Vásquez que a la edad de 8 años ya se perfila como una gran artista del baile y del bello canto.

También la preciosa niña Gloria Vásquez, precoz y grande artista de nuestra localidad fué festejada en grandes el 2 de octubre en ocasión de su cumpleaños. Su mamá, la Sra. Consuelo Vásquez ofreció en su casa habitación una abundante y sabrosa cena a todas las numerosas personas que visitaron su casa para felicitar a Gloria, quien recibió numerosos y lindos regalos, y muchas, muchísimas felicitaciones. Radio Voz, difusora de la cual es Jefe de la programación en Español el Sr. Jorge Godínez, dedicó un variado y selecto programa a la pequeña gran artista, quien a la temprana edad de 8 años, que fueron los que cumplió ese día, ya es una profesional del canto y del baile cotizada y solicitada al por mayor en todos los medios artísticos de nuestra comunidad. Felicidades Gloria y que sigas cosechando muchos y merecidos triunfos en el bello arte en que tanto te has distinguido.



Engalana la portada del EL EXCENTRICO, magazine que ya es su símbolo de San José, la bella imagen de la conocida artista del canto, Alicia Arteaga, mejor conocida como "La Paloma del Norte" quien también en días pasados celebró su onomástico en conocido centro social, con una cena en la que abundaron los brindis, y la que fué amenizada por el maganífico mariachi "Los Gavilanes" quines tocaron para la Paloma lo mejor de su vasto y selecto repertorio. También se presento en esta fiesta en honor de la Paloma, un conjunto que hizo la delicia de las parejas bailadoras hasta la madrugada del lunes siguiente. Una nota simpática y muy pintoresca de la fiesta de la Paloma, la constituyó la apaudida actuacion artística de sus preciosas hijas Linda, Cristina y Cindy, quienes demostrando que son dignas hijas de la agasajada, cantaron y bailaron de maravilla, honrando la verdad del proverbio: "De tal palo, tales astillitas".

La Paloma, tras de un largo receso en sus actividades artísticas debido a una gran tragedia familiar, se ha restituido a su mundo, y nuevamente ha reanudado su carrera artística como cantante de ranchero y también del género romántico. Ella es además, compositora e intérprete de sus propias canciones, muchas de las cuales ya han sido grabadas en la disquera que lleva su nombre. Deseamos muchos éxitos a la blanca y Linda "Paloma del Norte", particular y muy querida amiga nuestra.

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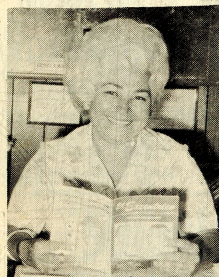
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En esta foto se encuentra La Hermosa Cantante y artista Chayito Valdez acompañada de nuestro buen amigo y socio del Club Valle Imperial el Sr. Salvador R. Rios, el cual a hecho una atta. Invitacion a la proxima apertura de la ostionerio, "Cancun" de la cual es co-propietario.

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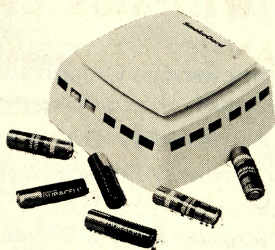


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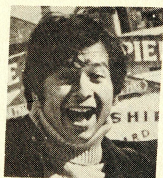
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The
Movies**

Tony Saenz

MARATHON MAN

Suspense melodrama. A Paramount Pictures release of a Robert Evans production. Starring Dustin Hoffman, Laurence Olivier, Roy Scheider, William Devane and Martha Keller. Directed by John Schlesinger. Screenplay by William Goldman, based on his novel; camera, Conrad Hall. MPAA Rating: R. Running Time: 125 minutes.

WITHOUT A DOUBT THE BEST PICTURE OF 1976! This picture is by far the best thing that director John Schlesinger has ever made. It far surpasses his now classic "Midnight Cowboy," which many said could never be topped and now he has done it. The picture is an espionage thriller that is done in the style of the best Hitchcock.

The story concerns graduate student Babe Levy, Hoffman, who for his health is a marathon runner, note the title. During a somewhat routine setting in the school library, he meets fellow co-ed Marthe Keller; that's the beginning of the biggest 'marathon' he will ever be on. Shortly after his encounter with Elsa, his brother Doc (Roy Scheider) drops in out of the blue to see him and then is very mysteriously stabbed one night and returns to Hoffman's apartment to tell him something but dies in Hoffman's arms before he can get it out. Next the police come with the CIA who tell Hoffman that his brother worked for them. Now the CIA wants Hoffman to cooperate with them, that is use him for bait. Hoffman reluctantly agrees. The next thing he knows, he's been kidnapped! From his bathroom yet! And what follows shouldn't happen to a dog. Dustin Hoffman ends up on the "marathon of his life."

All performances in this are nothing less than first rate. Especially that of Hoffman, who matches Laurence Olivier to the tee. That is no small accomplishment. The pacing is swift and smooth, so swift that once it starts you don't have time even to eat your popcorn.

For an outstanding time at the flicks, see it! Now playing at the Fox Town & Country Theater in San Jose.

Now Playing & Recommended

"Obsession"—Meridian Quad Six, San Jose.

"Silent Movie"—Century 23, San Jose.

"Murder By Death"—Century 22, San Jose.

"Harry & Walter Go To New York"—Saratoga Six, San Jose.

"All The President's Men"—Century Almaden, Saratoga Six, Meridian Quad Six in San Jose.

"The Exorcist"—Meridian Quad Six, San Jose.



Next Issue: Interview With Jose Martinez

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Proyecto De Lex HA-145-35

por CORA JIMINEZ

Nuevas del gobierno para la comunidad de habla hispana en los Estados Unidos de América.

El día 1 de Octubre del 1976 del firmó un proyecto de ley hr-145-35 que establece un limite de 120,000 personas por país del hemisferio del oeste. Este proyecto de ley trae muchos cambios acerca de las preferencias para inmigrar a los E.U.A. En capsula son:

1. Hijos o hijas solteros arriba de 21 años de ciudadanos Americanos.
2. Esposos o esposas e hijos solteros de inmigrantes que han sido admitidos legalmente.
3. Miembros de las profesiones. (Artes y Ciencias.)
4. Hijos e hijas casadas arriba de 21 años de ciudadanos Americanos.
5. Hermanos y hermanas de ciudadanos Americanos que hayan solicitado su entrada.
6. Aquellas personas diestras o no diestras que haya en escaso abasto en los E.U.A.
7. Refugiados, (Cuba) 20,000 por país del hemisferio del Oeste. Además otros cambios serán, que si por alguna razón peticionario no atiende su cita final, tendrá que esperar un año o más por otra cita y si no cumple con la segunda tendrá que aplicar de nuevo, y esperar mucho más tiempo. Los resultados de este proyecto de ley serán:
 1. El empresario o sea el patrón ya no será responsable por ver que sus empleados tengan sus documentos de residencia legal.
 2. Aquellos que tengan le edad de votar, estarán en la primera preferencia.
 3. Aquellas personas que sean arrestadas en los E.U.A. Por estar indocumentados, serán encarcelados y se les dará un empleo en México. Si son arrestados por segunda vez, serán encarcelados por el mínima de dos años.
 4. Se necesitará pagar la cantidad de \$12,500.00 pesos al Gobierno de México por aquellas personas que desean inmigrar a otro país.
 5. Ya no se podrá inmigrar por medio de niños nacidos en los Estados Unidos. Se tendrá que esperar que cumplan 21 años y que ellos (los hijos) hagan la petición por sus padres.

Estos son los puntos de más interés de éste nuevo proyecto de ley. Otra cosa de interés para la comunidad es el proyecto de ley que está todavia pendiente en el cual se propone amnestia o sea perdón para las personas que tengan tres o más años de residencia en los Estados Unidos.

Uno de los comentarios recibidos acerca de estas nuevas leyes fue del Señor Luis G. Juarez. Quien dice que será mucho mejor para los Estados Unidos ya que le parece muy bien que el Gobierno de México está interesado en ayudarle a la gente. También comentó el Señor Juarez acerca de su visita reciente a San Diego, Calif., donde le informaron las fuerzas locales de esa ciudad que han tenido demasiados problemas con "los ilegales" porque esta gente son asaltados, violados, y asesinados, por pandillas (muchas veces de personas de mismo origen Mexicano) de rateros. Las víctimas no tienen ningún recurso. El Departamento de Policía de San Diego hasta ha tenido que asignar fuerzas especiales para proteger a los ilegales para que no sean victimados.

Otro comentario por el Señor Roberto Sandoval fue: Aquella persona que esté aquí debía de poder quedarse aquí, para el mejor porvenir ya sea para él o para sus hijos.

El Sr. Montero: que bueno, que ya se pueden reunir las familias, tanto que he deseado traer a mis hermanos y hermanas aquí.

Mi propio comentario: Si toda persona de origen Latino fuera legalizada y después se hiciera ciudadano, nuestro poder de voto fuera tremendo! Y esto es muy importante porque así podremos disfrutar de todo lo mejor de éste país.

Y usted, que piensa? Mándeme sus comentarios et.

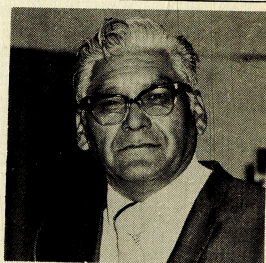
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Interview: RENE CANTU

by GERALD CURTIS

What's it like being a television news reporter?

"Looking at the events unfold before me is quite an exhilarating experience. I wouldn't trade it for the world," said Rene Cantu, KNTV Channel 11 daily news reporter and weekend producer of local news programs.

"Sometimes I say to myself, this is really unfair. There are people all over the county sitting in their offices, factories, or wherever, who've passed by a fire, accident, or will read in tonight's newspapers about some decision a politician has made, and I will have talked to that politician, or I will have been at that fire or accident.

"I'm being paid to be nosey," said Cantu.

"And not only is it enjoyable, it's a responsibility. With any privilege entails a responsibility. And in the case of journalism, what you're doing is becoming involved in what's happening around you. And at the same time, you have the responsibility to tell the people what's happening without putting you're feelings into it.

"I feel that is the most important thing—to get the information across without projecting your own personal feelings."

Does Cantu see himself as a latino reporter, writing strictly latino stories?

"I try not to be a representative of myself. I am a representative of the station I work for. A lot of people, especially minority people, have trouble relating to that. They figure, well, you're a Chicano. You're out there and you should be doing just Chicano stories.

"Well that would be self-defeating and destructive. Because, if I were to just do that, I would limit the opportunity to develop in other areas. Whenever I can, I try to do stories of a latino nature because I'm fortunate enough to be bicultural and bilingual. I may be able to detect a shade of meaning that would allude a person who doesn't speak Spanish or hasn't experienced the Chicano culture.

"As far as being a representative of my culture, I hope that through my image I am showing both the latino and general community we're not all sitting under cactus plants dreaming about the next bottle of tequila or we're not all stealing hubcaps from the Eastridge parking lot.

"There are productive members in our society. Intelligence and ability is not limited to blonde blue-eyed Stanford graduates," said Cantu.

What does Rene do as a newsman? What's a typical day like?

"A typical day starts around 8:30 a.m. We come in and get our hearts pumping by having a cup of coffee while going over story ideas. I don't think any form of journalism would dream of going to work without first listening to the newscast on the radio. We listen to KCBS, KXRX or any other news that's available," said Cantu.

There are so many reporters from different agencies, and yet the stories in the newspaper and television are the same? Why?

"Radio, television, and newspapers are getting their information from the same source—the wire services.

The same major stories will be recognized by everybody. If Jimmy Carter or Gerry Ford comes to town, that's going to be your top story. I don't care where you are. We do try to recognize local stories from San Jose and as far south as Gilroy and Watsonville. We're also hooked up to our national affiliate, ABC (The American Broadcasting Company)."

Cantu also said news reporters are a close-knit and very competitive group who are after the same big stories. This explains the similarity in all news and stories and broadcasts.

However, exclusive information is guarded from other newsmen with tight-lip security.

"We don't say: Hey listen, I hear tomorrow morning there's going to be a drug bust

and we're the only ones who know about it, but I'll let you in on it because I like the way you drive, or something," he said laughingly.

"I don't work that way. If you have an exclusive, you protect it."

Now that we understand some of the basics, let's go back to what a typical day is like.

"We go out as a two person crew, a reporter and a camera person. First we try to set up our stories by phone. We get to the story location at a specified time, set up the lights and camera, ask our questions, and get out of the way as soon as possible."

The average story might take forty-five minutes according to Cantu. In an average day he might do three of them. Time also must be added for driving to and from each story. All of this must be accomplished before a 12:30 p.m. film deadline. Cantu will have lunch while the film is being processed.

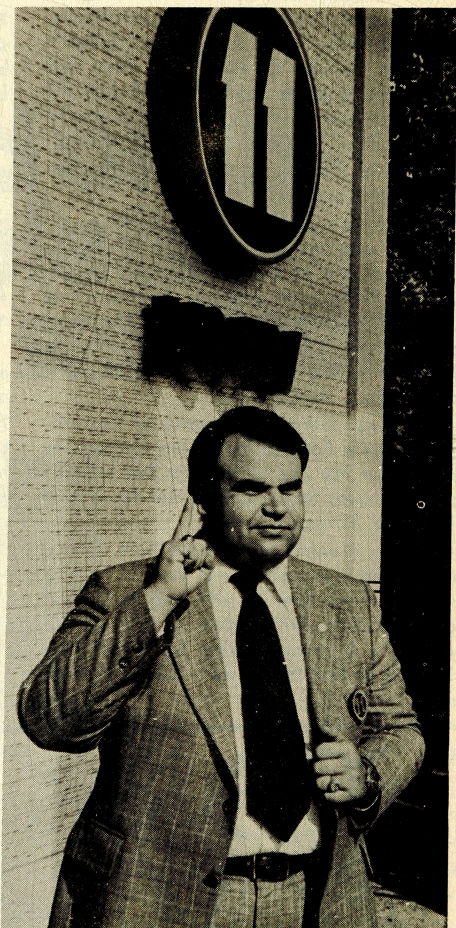
"By the time you've come back from lunch, the film is processed," said Cantu. "It'll take you a good hour to gather your thoughts, organize things and type the script. Sometime you have to do it in less time. Script deadline time is at 3:30 p.m. When the script should be in the hands of the editor and producer.

"If a 747 plows into—let's say—City Hall at 3:30 p.m., it puts a serious crimp on what we've already done. Since we are a small operation, film is edited by the same person who shot the film. There's only three film editors to put together the news show," said Cantu.

"You have to weigh what you have, before you decide to get more," said Cantu. If all this time is spent gathering and processing the news, why does the television viewer only see a film story for one or two minutes?

"The average sound story (film with sound) is a minute and a half. The editors are throwing away the husk from the corn. You edit it down to what really tells the story in the most effectively—and when I say effectively, I mean: quick manner.

"In television, you're dealing in minutes and seconds. In newsprint, you're dealing in space. If need be, you can add a couple of pages to accomodate a long story. However in newscasting you cannot squeeze more than sixty seconds out of a minute. There is no place to go but off.



Rene Cantu is "making is perfectly clear" there are humorous moments not always seen by viewers watching the usually straight-faced reporter.

"In the case of the 5 o'clock newscast, you're butted up against the network news. The network waits for no one. Once 5:30 rolls around, Harry (Reasoner) and Barbara (Walters) come on the tube like gangbusters.

"So you only have half an hour, minus commercials, sports, and weather to do the news. If you actually put a stop watch to it, you have only twelve to fifteen minutes of newstime to tell the community what's going on. Obviously you can't do it in three minute long stories. You've got to give the heart of the matter in one or two minutes, and

let the Mercury, and El Excentrico expand on the happenings within the community. They've got the room and space. (Editor's Note: No we don't). As I said, they can always add a page somewhere. But in TV broadcasting when you're out of time, you're out of Schlitz!" remarked Cantu.

How did Cantu begin his professional broadcasting career?

It began ten years ago when the 31-year-old barrel-chested journalist worked his way through college at a radio station. Prior to that he started his amateur broadcasting career as a child, standing on neighborhood street corners holding a large tin can on a stick, pretending he was a radio news reporter with a microphone.

Cantu was born in the smog of Los Angeles in 1945. For health reasons his parents sent him, at the age of four, to live with his aunt in Juarez, Mexico, a border town next to El Paso, Texas.

Thinking dreams could come true, Cantu entered the University of El Paso. One day he saw a newspaper ad offering radio disc jockey training. Responding to the ad, he received a brochure asking for \$800. The price tag ended that dream for Cantu in a hurry.

It just so happened that Cantu was standing in the university registration line and spotted a radio course was offered. Since he had already paid for tuition, there would be no extra cost.

The price was right. He enrolled in a few radio courses while majoring in languages and linguistics.

In order to gain experience—which ranks high in the mind of the employer—he worked for the local rock radio station, KELP as a news reader. He avoided the teeny bebop and hip jock jive talk during this time slot, and instead catered to the housewives.

He describes his first news job as "rip and read." This is a short description for a process of tearing a news story off a national teletype machine and reading the copy over the air without rewriting it for local interest. It's a common practice for low budget news stations without large staffs. He did this for six months before a new station manager eliminated Cantu's part time position.

"I guess he didn't like the way I pronounced my name," recalled Cantu (pronounced CON-too and CAN-too).

Later, he received a call from Marco Gutierrez, a personal friend in San Francisco

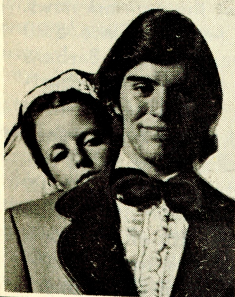


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Rene Cantu and Mario De Castillo on Resumen De La Semana, Saturday at 6:30 p.m. on KNTV, Channel 11.

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working for KBRG-105.3 FM, (a one time classical, now multi-language station that broadcast twenty seven different language programs, each with its own time slot.) An employee had been fired and there was a job opening from midnight to 6 a.m. if he could fly from El Paso to San Francisco and be at the station by midnight.

Rene stayed there for six months before returning to El Paso.

Sensing he could once again make it in the Bay Area, he returned and applied for broadcast jobs on television station 4, 5, 7 and news radio KCBS. He was hired as a writer for KGO-TV in 1971.

"I wrote for Van Amburg and Jerry Jensen. AM San Francisco, and later the 6:15 news with Karna Small, recalled Cantu. After working there for four years, Cantu heard about an opening for a Chicano news reporter at KNTV. He's been with KNTV since 1975 and is now a daily reporter and weekend producer of two programs. Resumen De La Semana, the week's news in review spoken in Spanish (every Saturday at 6:30 p.m. with Cantu and Mario De Castillo) (Sunday at 11 a.m. and Wednesday at 6:30 a.m.)—En La Comunidad is produced and

anchored by Cantu, who presents ideas, issues, and important groups of the community, along with a calendar of coming events submitted by viewers.

In Cantu's opinion, the broadcast market is quite good for latinos because of the concentrated number of latinos in Los Angeles and in the Bay Area. He warns against spending a lot of money for training at a private institution, and recommends newcomers try the junior and state colleges and universities. Basically, he stresses work experience over theory. Finding the first job can be tough.

"Don't expect a job in the big city right off the bat," said Cantu. Instead, he suggests you investigate job opportunities in smaller cities, such as Bakersfield or Fresno. People are coming from everywhere to the big city.

A recent October article from the Los Angeles Times states that the job market is flooded with people with communication degrees. A lot of good talent is being turned away. The Bureau of Labor Statistics predicts there will be only 2,500 job openings each year until 1980. The growth of students entering the field is about 15 percent a year. This has been a trend for the last ten years.

Confronted with this information, Cantu is one of the lucky ones. He managed to work himself into the right place at the right time, and finally struck paydirt, without full knowledge of the increasing odds against him.

Rene says that he derives a great deal of satisfaction from his work and wouldn't trade jobs for the world. Can you blame him?



Jess' Place

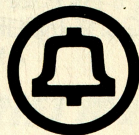


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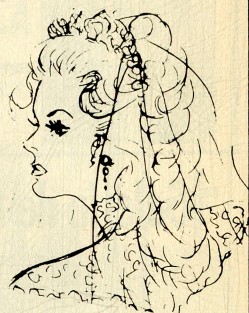
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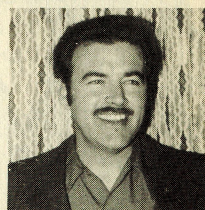


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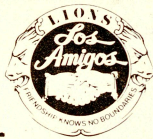


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Por
Daniel Saldana

Galeria de Luchadores



Sr. LUIS HEVIA

Luis Hevia nació en la Ciudad de Hermosillo, Sonora, México.

Cuando Luis tenía solamente cuatro años de edad su familia se radicó en Los Angeles, Ca., en ésta ciudad Luis hizo sus estudios hasta High School. Su mamá la Sra. Beatriz Arce de Hevia se encargó de guiar la juventud de Luis y de su hermana María de la Luz Hevia de Fuentes, que vive actualmente en San José.

En 1942 Luis entró al servicio como soldado en la Fuerza Aerea, sirvió cuatro años y se retiró con el grado de teniente instructor piloto aviador.

Cuando se retiró del servicio, trabajó dos años como agente de seguros en Los Angeles. Dejó su empleo como agente de se-

guros y se dedicó a vender máquinas para hacer tortillas, trabajó dos años en este negocio como agente viajero.

Se casó en 1946, su esposa Josefina le ha dado siete hijos, tres varones y cuatro niñas. Luis el mayor de treinta años, está encargado de el Restaurant La Fonda ubicado en 2000 S. Bascom Ave. Annett de 27 años estudia Psicología. Lorenzo de 25 años estudia Ingeniería Electrónica. Lorraine de 23 años estudia Arquitectura de Jardines. Ivone de 20 años trabaja con Memorex. David de 18 estudia y pronto recibirá su diploma de High School. Lisa de 15 también esta estudiando.

Luis ha podido formar una familia unida y feliz.

En uno de sus viajes como agente de las máquinas tortilladoras, el Sr. Hevia pasó por San José, para visitar algunos de sus clientes. El Sr. Vasquez dueño de la panadería y tortillería El Faro le compró una máquina para hacer tortillas. A Luis le pareció bueno el negocio de hacer tortillas, además tenía una idea que quería poner en práctica. Le compró el Sr. Vasquez su tortillería y se quedo con la panadería el Sr. Vasquez.

El Sr. Luis Hevia abrió su tortillería en un garage de la Ave. Alum Rock, sus jornadas de trabajo eran de 16 a 18 horas sin descanso, los siete días de la semana; puso sus ideas en práctica, anunció en un volante dentro de las páginas de EL EXCENTRICO, el volante lo podían canjear por una docena de tortillas, el éxito fue completo de todas partes venían con su volante para llevarse su docena de tortillas, esto hizo que se conociera su producto y que crecieran las ventas. La otra idea que tenía desde que era agente viajero y compro una bolsita de dulces, la bolsita era de celofán, éste material es impermeable y transparente, además es muy resistente. Pensó que sería más higiénico vender las tortillas en ésta clase de envoltura, por que también se conservaban más frescas. La idea fue fenomenal y se hizo popular inmediatamente.

Abrió una panadería, tortillería y tienda de abarrotes en 1661 E. Santa Clara St. en San José, La Guadalupe, en 1956 se la vendió a la familia Flores que todavía la tiene en operación.

En 1957 abrió Ticos Tacos en la Calle 4 y San James, por 20 años ha manejado este establecimiento. Después abrió otros Ticos Tacos en diferentes lugares, llegó a tener siete negocios con una planta de 125 empleados.

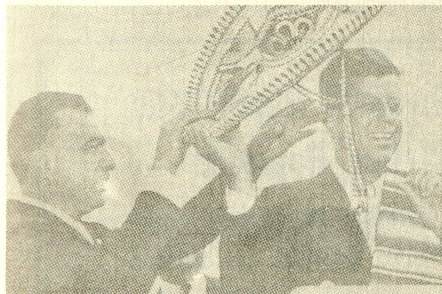
En 1963 abrió el restaurant La Fonda de

2000 S. Bascom Ave. En 1970 abrió otra Fonda en Town and Country, en 1974 vendió este negocio.

Dado al exeso de trabajo su salud se ha resentido y ha tenido que vender sus negocios; se ha concretado solamente a dos de ellos, estos son: La Fonda de 2000 S. Bascom Ave. que está atendida por su hijo Luis y el Ticos Tacos de la calle 4 esquina con San James que atiende él.

Sus actividades cívicas, sociales y políticas lo han hecho popular entre la gente de habla Hispana. Fundó el Mexican American Political Association, fue miembro de C. S. O. Fundador de la Camara Mexicana de Comercio. Director de Viva Kennedy Clubs del norte de California. Ha tomado parte en otras muchas organizaciones.

La pregunté al Sr. Luis Hevia si me quería dar un mensaje para la juventud y me contestó: Daniel, me gustaría decir a la juventud, que trabaje sin miedo, que procure escoger el trabajo o negocio que más le guste; si es un negocio en el que tenga que atender a la clientela, que prenda a tartarla bien, los negocios los sostiene la clientela, si no hay clientes, no hay negocio, el dueño es solamente el administrador. Que nunca engañen a sus clientes, por que un cliente que ha sido engañado o estafado no vuelve; al cliente hay que tartarlo como si fuera el patrón. En los negocios es muy importante tener un buen abogado que se encargue de las transacciones y de los asuntos legales y un buen contador que le diga al dueño del negocio como andan sus cuentas, estos servicios pagan con creces los honorarios que cobran.



AMIGOS — Louis Hevia of San Jose Mexican-American Political Assn. group gave Democratic presidential candidate John Kennedy a sombrero and serape at San Francisco Airport on Sept. 4, 1960. Kennedy immediately promised, "I'll wear these in the St. Patrick's Day parade in Boston!"

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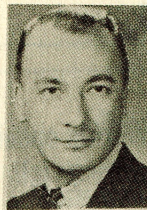
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The Senior Citizens Law Center

By ARTEMIO CARRANZA

There are 125,000 people over 60 years of age living in Santa Clara County. Yet only recently have community organizations begun to respond to the special requirements of the elderly. The Senior Citizens Law Center is part of that response.

Our office was created to meet what were regarded as the most pressing problems that Senior Citizens face: income and health problems. We can help our clients take advantage of what benefits there are for them, through the Social Security, SSI, Medi-Cal and Medicare programs. And we bring that help to the seniors by making weekly visits to a dozen nutrition sites around the County.

Social Security is in essence a federally enforced savings program. The government takes out a part of your salary and saves it for you. After a set amount of time, you become an "insured" worker and qualify for Social Security benefits. There are 3 basic programs under this system: Retirement, Disability, and Survivors programs.

SSI is a program often confused with Social Security. Although it is administered through the Social Security offices, it is very different from Social Security. SSI stands for Supplemental Security Income. To be eligible for SSI payments you must 1) be 65 years old, or disabled or blind, and 2) have income and resources that do not exceed certain levels.

Besides the monthly check, the SSI program has supplementary benefits. For example a handicapped SSI recipient may be able to get homemaker services, where help with household and personal chores is provided. A service like this could be the key to keeping an elderly person in his own home, rather than having to institutionalize him for that care.

SSI's most important auxiliary benefit however, is Medi-Cal. Medi-Cal coverage is automatic when eligibility for SSI is established. Medi-Cal generally pays for health care services which are "necessary and reasonable" for the prevention, diagnosis or treatment of disease or injury. It differs from Medicare in that Medicare is available to every senior over 65 years of age regardless

of income, while Medi-Cal recipients must establish their eligibility based on need.

A most important thing to remember, with all these programs, is that a notice from either Social Security or SSI informing a recipient of a change in, or termination of benefits, must be responded to. Every notice discusses appeal right on the back of the paper. But appeal rights can be lost if action is not taken within certain time limits. It is important to let people know that they can challenge a government decision on their benefit payments, and that they can get legal help with that challenge. The SCLS can help clients find their way through the maze of regulations that govern these programs, and get all the benefits to which they are entitled. The staff can represent them at every stage of their dealings with the participating agencies. That can certainly make a difference to a great many people. If you, or some one you know needs help in these areas, call us at 279-4440. We are here to serve you. ■

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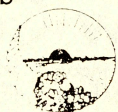
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Imperial Valley Club



by
Maria L. Torres



Our fund-raiser on October 24th proved to be a success! We sponsored a chicken barecue at the ranch-style home of Tony and Mary Robles, and the turnout was terrific. Among the guests we saw Mr. and Mrs. Richard Martinez and family, Mr. and Mrs. Ramsey Valdez, Mr. and Mrs. Manuel Montiel and family, Mr. and Mrs. Calistro (Kelly), and many, many more.

The election is over and we certainly hope that all of you got out and voted. We're sure the Chicano vote was a deciding factor in choosing our president. If you did not vote—then sit down, keep quiet for four years and decide that next time you'll be out there voting with the rest of us.

It's good to see our members working hard for the club—that's the only way to go! All this means healthy scholarships for our Chicano youth!

Our "Numero Uno" photographer, Richard Diaz captured some action shots for our column. (One of the "highlights" of the evening was Vera Diaz' singing "Pa Todo El Año" for her one-and-only hubby.)

Members of Imperial Valley's Club Working Committee are from L to R, Angie Barnes, Mary Torres, Edna Ruiz, Vera Diaz, Mary Robles and Emma Villalobos.



Chefs Tommy Torres, Richard Calvillo and Terry Diaz did a great job on the chicken—it was "para chuparse los dedos". Thanks fellows.

We also give Chickaro and his band a special "thank you." They donated their great sounds all afternoon and into the night, making this event a tremendous success.



Imperial Valley Club members in Halloween attire: L-R: Memio Rios and Miss Romero, Vera Diaz, Armando and Delia

Yanez, Anita Lopez, Frank Baeza, Tommy and Mary Torres and Tony and Ma y Robles.

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Baile de Locutores

Por MARIA DE LUZ SANCHEZ

Una brillantísima nota social la constituyó sin dejar lugar a duda, el baile organizado por la incipiente Asociación de Locutores de San Francisco, evento que tuvo lugar en el soberbio Sheraton Palace la noche del viernes 24 del actual. Cuatro magníficas orquestas tuvieron a su cargo el carnet musical que aprovecharon numerosas parejas para entregarse a disfrutar de un verdadero baile de antología. Además, fueron homenajeados en un bello gesto de comprensión y compañerismo, los pioneros de la radio, a quienes, indudablemente corresponde la gloria de haber introducido dentro de la vasta divulgación radial, el bello idioma de Cervantes y de Lope de Vega, para hablar español, no sólo en la soleada y hubérrima California, sino en mucho de los estados de la Unión Americana.

Dentro del bien delineado programa elaborado acuciosamente por los elementos de la radio, la prensa, y la televisión directivos de este acontecimiento, fueron entregadas sendas placas conmemorativas como apreciación de sus labores en los programas de que han sido conductores por largos años, los pioneros Pablo Saavedra Director de THE PABLO SAAVEDRA SHOW que se trasmite a diario desde la ciudad de San Francisco, Julio Paiz Jirón, amo y señor de las noticias y colaborador del supradicho programa, en su noticiero especial y como comentarista de Deportes, Roberto Quintana, y Daniel Chamorro Iglesias, ambos exponentes de la veteranía radial en la ciudad de la Puerta de Oro. De la blanca y bella ciudad de San José, alcanzaron tal honor Lalo Caballero, Director y productor de RADIO PRODUCCIONES CABALLERO, dentro de cuyos programas, se introdujeron en los viejos cánones, las magníficas innovaciones de los noticieros y de las radio novelas, logrando así, el noble propósito de servir y deleitar al auditorio invisible; Jesús Reyes Valenzuela, conductor de los Programas HORA ARTISTICA y EL GALLITO MARDUGADOR, con la friolera de 37 años al frente de los micrófonos y el gran comentarista de Deportes y locutor Pedro Valente.

Los locutores que ya pasaron a mejor vida, pero que siempre serán recordados por la raigambre que lograron en el corazón de su auditorio por la calidad y belleza de sus programas, también fueron homenajeados y sus

deudos y familiares recibieron conmovidos hasta las lágrimas, la placa que consagra su memoria; estos fueron el inolvidable Carlos Graham, David Ortega Cil y Leopoldo Rosales, el popular "Polito".

Concediendo honor a quien honor merece, aplaudimos sinceramente el noble esfuerzo de la gran familia radial, por constituirse en una asociación poderosa y bien organizada que al otorgar trofeos similares por su inapreciable colaboración a Jess Carlos Vice-Presidente y Gerente General de RADIO K.O.F.Y, a René de la Rosa Vice-Presidente y Gerente General del consentido y prospero KEMO-TV, Canal 20, y a Kenneth Carey, Vice-Presidente y Gerente General de RADIO K.B.R.G. cumplieron con un imperativo de justicia.

Nuestras especiales congratulaciones a nuestros amigos Carlos Alberto Demarty y Juan Antonio Garcés que trabajaron infatigablemente para alcanzar el buen éxito de este gran suceso.

Cierro este artículo recordando las lapidarias palabras de Julio Michelet que por su belleza yo he repetido con deleite en varias ocasiones: "Hacer el bien en su tiempo es construir los siglos del por venir".

El locutor Iván Dávila Vallecillo entrega la placa otorgada a Lalo Caballero a su representante María de la Luz Sánchez, quien recibió también las destinadas a Jesús Reyes Valenzuela y a Pedro Valente en el grandioso Baile de los Locutores verificado en el regio Sheraton Palace de la ciudad de San Francisco el 24 de septiembre del presente año.

(Foto tomada por el Fotógrafo de las Estrellas Richard Díaz, de San José, California.

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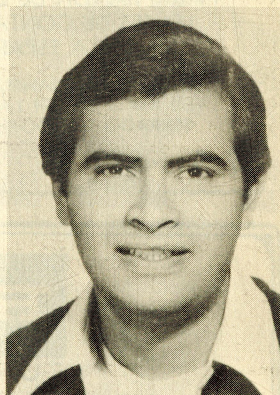
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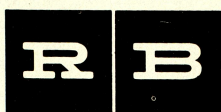
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*El Fotografo
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Richard Diaz
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L-R: Popular T.V. and movie star ALBERTO VASQUES with Mr. and Mrs. Alfonso Gutierrez recently at the San Jose Civic Auditorium. Alfonso is with KEMO Channel 20.

Free Tropicana Twin passes for these lovely women.



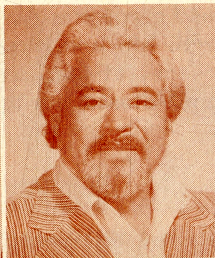
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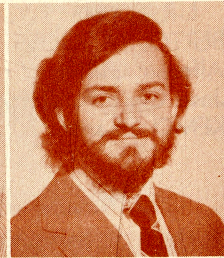
Joe Sanchez



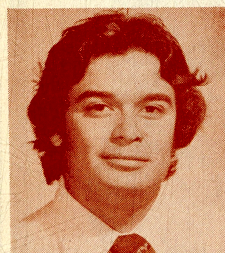
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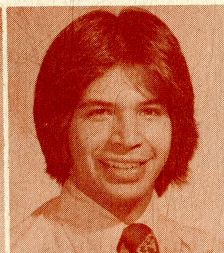
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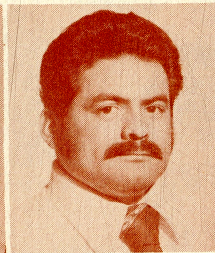
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