

El Excentrico

29th Year, No. 1 April 5, 1978

Lupita
Ortiz
Bella
Cantante-
Estrella

Photography
Richard
Diaz



DIVORCIO

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The Lawyer's Office of Steven Zane Rothschild sabe y entiende que esta es una temporada difícil en su vida. Usted indudablemente tiene muchas preguntas concierne al divorcio. Nosotros acaso podamos contestar sus preguntas y aliviar algunas de sus preocupaciones.

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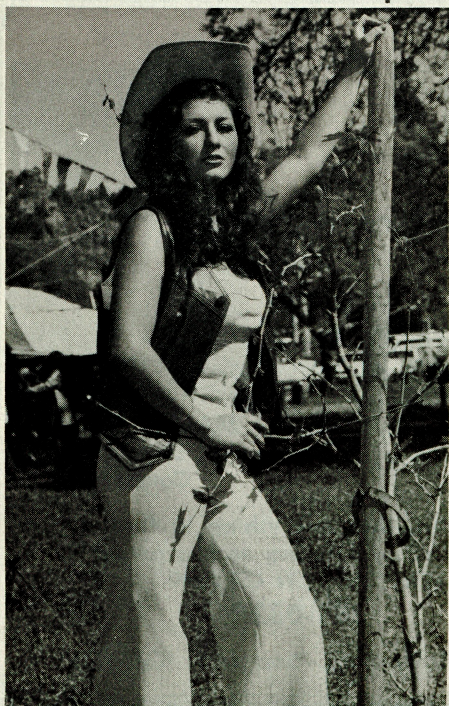
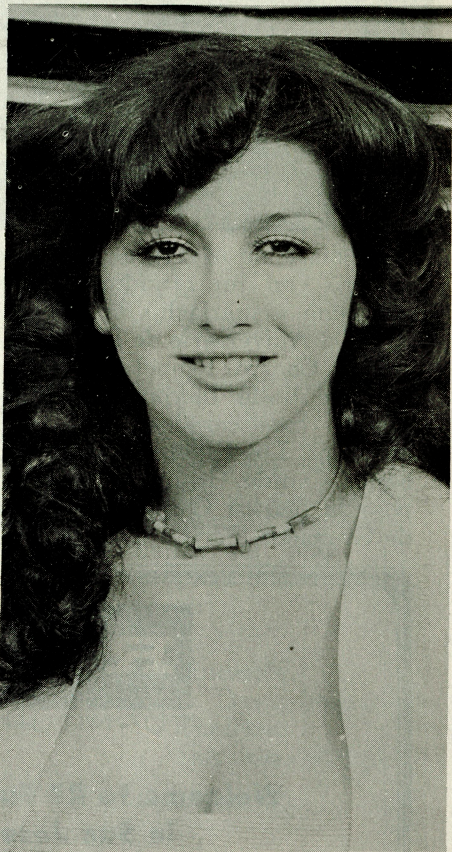
THE LAWYER'S OFFICE
of
steven zane rothschild

Richard Diaz



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★★★



Lupita Ortiz nació en un pequeño pueblo de Jalisco, race 19 años. Curso sus estudios en Guadalupe donde terminó la secundaria después vino a vivir a la Ciudad de Los Angeles donde cursó High School. Inicio su carrera artística hace 2 años hasta el momento hizo programa de televisión con Enrique Caena "El Polivoz" ha hecho varias películas "Los Hombres no Deben Llorar", "Caminos de Michoacan", y ahora esta filmando "El Perdón de la Hija de Nadie" con Yolanda del Rio.



El día 4 de Marzo de 1978, se celebró con un grandioso baile, con cena y mariachis la celebración del Aniversario de La Asociación de Charros Espuelas de Plata. En este fiesta fueron honorablemente condecorados con unas medallas, Los Esposos Charros, El Señor Camilo Granados y su esposa la Señora Consuelo Arriaga de Granados. Por ser los organiza-

dores de la primera asociación del Valle de Santa Clara en el año 1960. Y por ser los Charros de mas edad y en el deporte de Charrería, ellos dicen que tienen que morir charros. Los Esposos Granados cuenta con sus 72 años de edad y la Señora Granados cuenta con sus 74 años de edad. Dios los Bendiga y los guarde de corazón joven. □



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29th Year, No. 1/April 5, 1978

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EL EXCENTRICO

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Letters to the Editor:

Mr. Bert Garcia,
Publisher
El Excentrico Magazine

Dear Bert,

Many thanks for the wonderful coverage you gave to the 18th Annual Miss San Jose GI Forum Beauty Pageant and Queen Coronation Ball.

Your cooperation was very much appreciated by those responsible for putting this function on.

Many people at the Coronation Ball told us that they found out about it by reading El Excentrico, and requests for tickets picked up considerably after El Excentrico's March 5th edition hit the streets.

Many thanks for your continued cooperation with the San Jose GI Forum.

Sincerely,
E. David Sierra,
Chairman
San Jose GI Forum

We take great pride in announcing this issue of El Excentrico commences our 29th year of existence. On behalf of the management and staff of El Excentrico we wish to sincerely thank our advertisers and readers for their continued support and friendship through out these many years. In the words of a great humanitarian, Abraham Lincoln, "The better part of one's life consists of his friendships."

Bert Garcia

Garza for Mayor

Eastside Headquarters
1656 East Santa Clara Street

The Al Garza for Mayor campaign opened its East Valley Headquarters this week and the volunteer staff is working full force to elect the First Chicano mayor in the history of San José.

Fund raisers and setting up the precinct operation is the first priority for the East Valley office. Delia Yanez, Jose Vazquez and Jack Ellwanger have planned a lot of activities and they heartily invite your participation.

One of the activities is a five dollar party idea with margaritas and music. The campaign says they are attempting to schedule no less than a hundred of the parties. It will be fun at a bargain, and directly benefit the campaign in a big way. The idea is to have people commit themselves to hosting one of the margarita parties and invite 25 to 30 people. Then, the campaign takes care of the rest. All you have to do is call the headquarters at 251-7980 and get a day and time for the party, then invite your friends. It spreads the word about the campaign and gets new people involved in positively affecting the destiny of our city.

The headquarters is located at 1656 Alum Rock, and is open every day, Monday through

6 Saturday, from 9 a.m. to 6 p.m.,



Many other activities are planned like a bowling tournament, pancake breakfasts, pot lucks, street parties, BBQ's, and a dinner, so call in and get involved in this very important campaign. Lawn signs are available, too.

Sylvia Davila, 17-year old Yerba Buena High School coed, won the highly coveted Miss San Jose GI Forum Queen crown on Saturday evening, March 18, at the Marie Campbell Pavilion, Santa Clara County Fairgrounds.

The daughter of Mr. and Mrs. Celso Davila, she was born in San Jose, and lives at 1711 Chaucer Drive, San Jose, with her parents.

First runner-up was Mary Patricia Valles of Silver Creek High School; and second runner-up was Julie Galvan, a senior at Independence H.S.

The lovely Miss Davila will represent San Jose GI Forum in the California GI Forum Queen Finals slated for the Los Angeles Airport Hyatt Regency Hotel on Saturday evening, July 1, 1978.

The brown-eyed, brown haired beauty plans to study medicine at Stanford after graduation from Yerba Buena H.S. in June.

The 18th annual San Jose GI Forum Queen Coronation Ball was "a very successful function," according to San Jose Chapter Chairman David Sierra and Ways & Means Committee Co-Chairmen Frank Caballero and Richard Gomez.

The evening's festivities began with a free champagne reception at 6 PM, followed by the queen contest at 7 PM, judged by a panel of distinguished local citizens which included: Richard Rios, former Executive Director, ESO; Drina Collins, Administrative Assistant to County Supervisor Dominic Cortese; Francisco Carbajal, a Special Investigator for the State of California A.B.C.; Frank Garcia, Executive Director, Community Legal Services; Stephanie Valdez, Director, San Jose Mexican American Chamber of Commerce; Alicia Arteaga, professional recording artist and composer; and Jesus Rodriguez-Navarro, Mexican Consul in San Jose.

After the contest, attendees enjoy-

SYLVIA DAVILA, Yerba Buena H.S. Coed, Wins Miss San Jose G.I. Forum Queen Contest!



SYLVIA DAVILA

ed the dancing of Los Lupenos de San Jose, Mexican folkloric dance group; and the rousing music of El Mariachi Los Rancheros.

At 9 PM the Ball began, with dancing to the music of Jess Escobar and his Orchestra, the most popular dance band in the Bay Area.

Many prominent local personalities attended including San Jose Councilman Alfredo Garza; Mayor Janet Gray Hayes; Rod Diridon, Chairman of the Santa Clara County Board of Supervi-

— More —



SYLVIA DAVILA (continued)

sors; Daniel Campos, newly appointed C.E.T.A. Director; Judge Fred Lucero of the Santa Clara County Superior Court; Gil Rodriguez, Chairman, California GI Forum; Jose E. Martinez, Executive Director, Operation SER San Jose; California State Senator Jerry Smith; and many, many others too numerous to mention.

The men and women of San Jose GI Forum wish to sincerely thank all those who cooperated with us in making this function one of the most successful ones we have ever held.

Muchas, muchisimas gracias!

"Education is Our Freedom ..."

LAS REINAS -- Sylvia Davila, right, the 1978-1979 Miss San Jose GI Forum, follows in the footsteps of Linda Arteaga Valdez, the reigning Miss California GI Forum. Miss Davila will compete for state honors in Los Angeles on Saturday, July 1 at the Airport Hyatt Regency Hotel.

Photography by
RICHARD DIAZ



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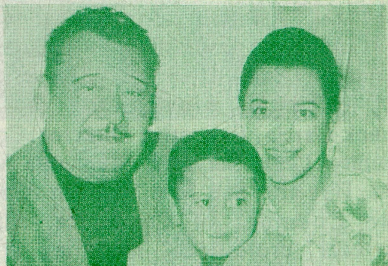
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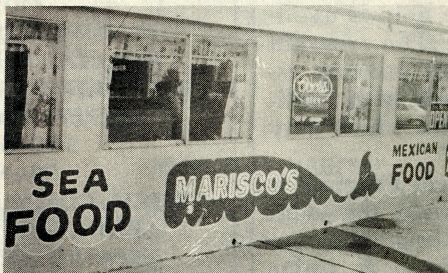
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.....

Are you a victim of a violent crime?

Do you know someone who is?

Are you concerned about your neighborhood and the amount of crime that takes place there?

Did you also know that:

In Santa Clara County, a program has been developed to assist those who have suffered from a violent crime. The program, called the Victim Witness Assistance Program, provides aid in many forms. In areas like locating emergency housing, providing companionship and referrals to other agencies, immediate help is available 24 hours a day. The program also helps victims in gaining assistance from the State with medical bills or other losses which may have resulted.

The Victim Witness Program is designed to supplement the work of the police in dealing with victims of violent crime. A unique aspect of the project is that it is staffed mainly by local volunteers who are concerned about their community and neighborhoods. A victim does not have to go through the formal criminal justice system to be helped by this program.

The Victim Witness Assistance Program is located at 777 North 1st Street, Suite 620 in San Jose. Please contact their office at 295-2656 if you or someone you know has suffered from a violent type of crime. Please do not hesitate to call if you would like to volunteer some of your time to help in this effort or if you have any questions about the program.



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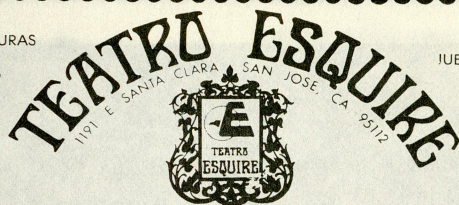
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Deadline for the Bilingual Counselor position is April 21, 1978; deadline for all other positions is April 28, 1978. Application material must be received in the Office of Personnel Services by 5 p.m. on the deadline date. Apply to: Director of Personnel Services, West Valley Community Colleges, 44 E. Latimer Avenue, Campbell, CA 95008 (408) 379-5891.

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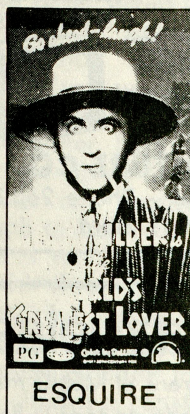
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Bart Cortez, of Cortez Auto Sales & Service, took the opportunity to roll out the welcome mat and say hello to Yolanda and her

mother, Consuelo Lopez de Jaín. Yolanda del Rio recently in San Jose while filming various movies with Rey Productions.



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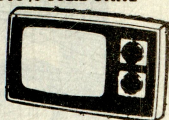
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MONICA RIOS

THE SEARCH CONTINUES

by LYNNE C. RENTERIA

On October 16, 1976, little Monica Rios disappeared from her father's side while he was watching a musical group performing in Oakland. She was only 13 months old at the time and beginning to walk.

Sixteen months have gone by, and Monica is still missing. No clues, no definite leads to follow. She is now two and one-half years old and the search continues on, to locate Monica and bring her home.

Law enforcement agencies have proved unsuccessful. And at the present time "given up" and have stopped their activity to locate Monica. But, Monica's mother *has not* given up hope or prayer. She has faith the future will bring her daughter back to her. This hope has given her the will to continue on, together with the strength to deal with everyday encounters such as: mother's playing with their children in a park, or watching young ones the same age as Monica was, taking their first steps learning to walk. Every small child is a constant reminder of her baby.

Georgia Rios is a petite, soft spoken young woman who after being divorced, had begun to shape a new life for herself and her expected child. This child held a promise, an added meaning to her life. A fulfillment in her inner



being that only the blessed event of a forthcoming child could bring. Georgia Rios was going to become a mother, and her child was going to be received in open, loving arms.

Her first born, her pride and joy . . . Monica. She felt her happiness could never be dampened. But suddenly, on October 16, 1976 little Monica was literally torn away from her mother's life, only to leave behind a cherished, tear filled memory.

"Life" for Georgia Rios has become a "living nightmare." Every waking moment is spent hoping for that bit of information, a telephone call, about Monica to end her suffering. Now 16 months later, time has passed slowly and painfully. Georgia Rios does not know any more about Monica than she did on that fateful day of October 16, 1976.

A group has been formed to lend support in the search for little Moniac Rios. We call ourselves "People for the Return of Monica Rios," and our main concern is one of Mother/Child, 13

Child/Mother. Only to reunite Monica with her mother.

We ask for the help and assistance from the community, public servants, law enforcement agencies, and public officials. To fully cooperate and *actively participate* in finding Monica. This is not a new case, and we should not allow the books to be closed on this child.

A "Monica Rios Trust Fund" has been established at the Wells Fargo Bank, Eastridge Center in San José. This fund is to be utilized for expenses in locating this missing child. Donations are needed. If you could spare one dollar it would be greatly appreciated. And keep in mind that when Monica is found your donation helped "give life" to Georgia and her little girl.

Help us to find Monica. Help this child "lost" in darkness find

the light to guide her home.

These phone numbers have been provided for any person(s) who have information which may help to find Monica. Callers names will be kept in strict confidence:

(405) 275-8506

Mexican-American
Community Services Agency
(MACSA)

(415) 273-3821

Oakland Police Department

A reward of \$8,000 has been posted for any persons finding Monica, or having vital information that may lead us to her recovery.

Get involved, and become one of the

*"People for the Return
of Monica Rios"*

Any person who is interested in joining our group are urged to call: (405) 275-8506.

□



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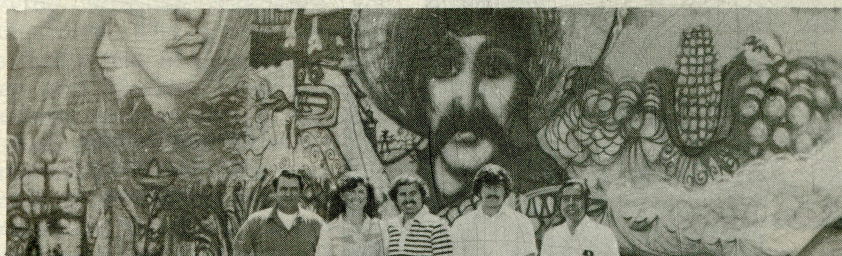
BEWARE!

Warning to the Readers of El Excéntrico

We have recently become aware of the exploitation of a few individuals, by a young man presenting himself as Richard Diaz's son of El Excéntrico Magazine. He claims to have color televisions or general merchandise at a very low price for sale. This man is a fraud. Anyone approached by him is asked to contact Sgt. Heck of SJPd, call 408/277-4521 and refer to master case No. 77-220-0604.

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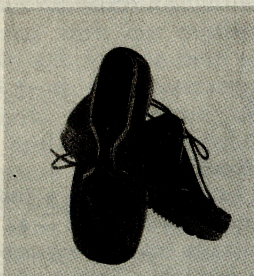
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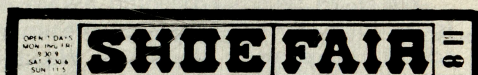
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LOS LUPEÑOS

Grupo de Danzas Folkloricas Mexicanas

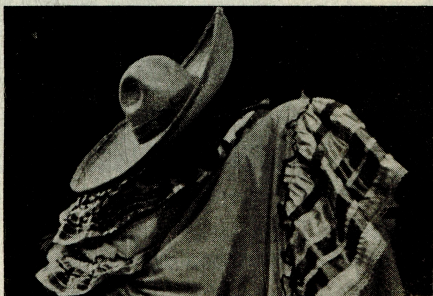


Los Lupeños have built their reputation by promoting and preserving Mexican folkdance and folkculture. The group recently finished a tour of California, Colorado and Mexico. They acted as goodwill ambassadors of the city of San José at the International Carnival at Vera Cruz and presented their unique dance drama production "Mextizol" before the citizens at Guadalajara. To the people of Mexico Los Lupeños represented the strength of the Mexican culture and its ability to not only survive but flourish in remote and often times hostile environment.

This April 23rd and 30th, Los Lupeños will bring before the community of San José several groups who have distinguished themselves by their efforts to preserve Mexican folkdance.

These groups are young and from various other cities. Los Lupeños have invited these groups because they best symbolize the continuing transmission of the culture from one generation to the next.

The first program is scheduled for Sunday, April 23rd at 2:00



p.m. at the San José Center for the Performing Arts. Los Lupeños will be hosting and performing Los Danzantes De Alegria from Fremont and El Ballet Folklorico de West Los Angeles. Providing the music for the occasion will be El Mariachi Nuevo Astlan and Flor de Esperanza a Huasteca Ensemble.

The second program will be presented on April the 30th, also at the Center for the Performing Art and also at 2:00 This time Los Lupeños will host El Ballet Infantil America from Los Angeles and Ballet del Sol de Sacramento.

Tickets are \$3.00 adults, \$2.00 student, and \$1.00 for children. For more information call 408/292-0443.



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by Kharís Avril

UNA ENTREVISTA EXCLUSIVA CON EL DR. MARIO G. OBLEDO

Continuación del número
anterior . . .

K.A.:—Que reporte me puede dar acerca de las viviendas para los campesinos?

Mario Obledo:—Ese programa está también bajo esta agencia. Hemos establecido 25 centros para campesinos donde pueden vivir con facilidades modernas, durante la época de la cosecha, por ejemplo de mayo o julio, o lo que dure.

Cada día pensamos en nuevas mejorías para que el campesino tenga una mejor vida.

K. A.: — Se han realizado sus sueños y fructificado sus esperanzas a lo largo de su vida, o está actualmente bajo un estado de frustración?

Mario Obledo:—Los sueños que tengo son muy grandes. Las aspiraciones que envisiono son muy grandes. Todavía no se han realizando y no se si algún día se realicen o nunca lleguen a ser.

Quisiera hubiera una sociedad donde todos fuéramos iguales, donde todos tuviéramos las mismas oportunidades. Donde exista una vida mejor para cada ciudadano. **DONDE NADIE ESTE POBRE—** donde a nadie le falte ayuda médica y donde **LA LEY SEA JUSTICIA.**

Todo éso deseo pase a ser una realidad. A éso dedico mis esfuerzos. Por éso todos debemos luchar.

K.A.:—En otro planeta quizá, no? (Risas)

Mario Obledo:—O en otra vida!

K.A.:—Ojalá, Dios quiera su cumplan sus sueños!

K.A.:—En referencia a las críticas de la prensa usted las juzga:

1—Racistas

2—Cuestiones de política debidas a las próximas elecciones

3—Injustas

4—Otro comentario

Mario Obledo:—Ha sido una mezcla de todo éso.

Yo siempre he estado preparado y bien dispuesto a oír cualquier consejo, aceptar cualquiera sugerencia y recibir alguna crítica que se traduzca en un acción positiva que resulto en la mejoría de cualquiera de mis proyectos o programas a mi cargo.

Sin embargo, las más de las veces críticas que la gente hace son destructivas.

K.A.:—Para tumbar! Tumbiar lo que otros han construido con tanto trabajo!

Mario Obledo:—Andele!

K.A.:—Esta pregunta está compuesta de dos partes:

1:—Cree usted que representantes de minorías étnicas que alcancen a ser funcionarios publicos deben de dar trato especial o preferencial a las minorias que representan?

2:—Deben de servir a toda la gente por igual.

Mario Obledo:—Yo creo que deberían de representar al público en general —a toda la gente.

Yo estoy como secretario de Salud y Beneficios, sirviendo a 20 millones de almas aquí en el estado de California —20 millones de ciudadanos.

No sólo mexicoamericanos, miembros de razas otras que la blanca, minorías, mujeres, pobres y ricos.

Naturalmente que hablando por 19

mi propia experiencia y lo que la vida me ha enseñado, el mexicano-americano jamás ha tenido la misma oportunidad que otros representantes de diferentes raíces.

Yo se que necesita ayuda especial porque siempre ha estado rezagado, atrás de los demás.

Al mismo tiempo es mi deber conservar el balance y representar a toda la gente por igual.

K.A.:—Durante un año, de 1976 a 1977, de acuerdo con el reporte que su departamento ha dado al público, sudagencia ocupó a 763 representantes de minorías. De éstos 544 fueron mexicoamericanos. Puede hacer un comentario al respecto?

Es decir que dos terceras partes de los puestos se le dieron a mexicanoamericanos, por lo que usted ha recibido muchas críticas. Cuáles fueron sus motivos?

Mario Obledo:—Mire, es hecho que no puede contradecirse, que el mexicano-americano, el que habla español, o hispano, nunca ha estado bien representando entre los empleados de gobierno. Era ya tiempo que se corrigiera esta grave injusticia y deficiencia.

La mesa de personal, the State Personnel Board, me dió una indicación, que mi departamento ocupara a mas gente que hablara español para establecer el balance necesario. Es decir se me indicó

que debería de hacer esfuerzos especiales para ocupar a gente que hasta ahora jamás se le había dado empleo en el gobierno, gente calificada, hispana, que hablara español, o de apellidos hispanos.

K.A.:—Es decir que usted se ha dedicado a corregir lo que nadie había corregido, el hecho que injustamente al mexicano-americano se le había negado la oportunidad de ser empleado del gobierno.

Mario Obledo:—Es así precisamente! Eso es que hemos estado haciendo.

K.A.:—Que mensaje puede darme para los miles y miles de personas que han expresado su apoyo hacia usted por medio de telegramas, cartas y organizando eventos para hacerle saber que están con usted?

Mario Obledo: — Muchísimas gracias por su apoyo; me siento muy orgulloso que la gente lo haya expresado, para aquí, yo, su servidor.

Puede decirles que seguiré luchando por el pueblo y tratando de considerar los pensamientos y deseos del pueblo, desempeñando mi trabajo como secretario de Salud y Beneficios.

K.A.:—Y yo a usted le doy mis más infinitas gracias por haberme favorecido con esta entrevista exclusiva.

Yo se que sera leída por muchas que están sedientas de oír sus palabras. □

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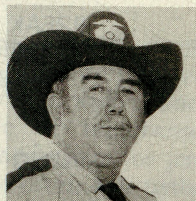


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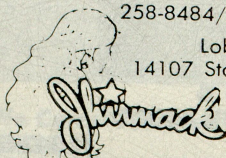
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Daniel Saldaña

QUINCE ANERA

La guapísima Sta. Rosa María de la Rosa Martinez, en los momentos de cortar el gran pastel de tres pisos, con que fue agasajada al cumplir sus quince años el 21 de Enero de 1978.

La Acción de Gracias, "Te Deum" se llevó a cabo en la iglesia "Sacred Heart" de San Jose, Ca. La iglesia fue insuficiente para dar cabida a todos los familiares y amistades de la familia Martinez de la Rosa.

En la tarde se ofreció un recepción en Swim & Racquet Club, del Rancho de Santa Teresa; a la recepción asistieron más de 260 personas, muchas de ellas vinieron desde la Capital de la República Mexicana, de Los Angeles, Ca. de Fresno, de San Francisco, de Dale City y de otros puntos cercanos a San José. La comida que se sirvió fue típicamente mexicana, acompañada con bebidas de acuerdo con los equisitos platillos. Se brindó con Champaña y se hicieron votos por la felicidad de la familia Martinez y de la encantadora Rosa María.

Después de la recepción empezó el baile que duró hasta la media noche; cerrando con broche de oro el décimo quinto aniversario de Rosa María de la Rosa Martinez.

La Sra. Aurora de la Rosa de Martinez, madre de la hermosa quinceañera, Sta. Rosa María de la Rosa Martinez, se prepara a cortar su gran pastel de tres pisos, el Sr. José Luciano Martinez, padre de Rosa María y Rafael de la Rosa Martinez observa con atención de que tamaño será su rebanada de pastel.



PREPARATIVOS PARA LOS FIESTAS PATRIAS.

El Comité de Veteranos de la Revolución Mexicana se encargará de la celebración de las fiestas patrias. En una de sus últimas juntas, la presidenta del comité Sra. Teniente Angelina Jimenez Vasquez, nombró Presidente de Festejos al Sr. Carlos Gomez, Conocido locutor y maestro de ceremonias; el Sr. Gomez ha empezado a trabajar para preparar los programas que próximamente dará a conocer al público y a las organizaciones interesadas.

ESTACION DE RADIO KAZA

El Gerente de Radio KAZA Sr. Roberto Colunga, nombró al Sr. Carlos Gomez encargado del departamento de Relaciones Públicas de la propia estación Radio KAZA. El Sr. Carlos Gomez se hizo cargo de su puesto inmediatamente y nos informa que está a las ordenes del público por los teléfonos de la popular estación de radio KAZA.



Hace público en el Primer Aniversario desde su fundación, parte de sus actividades y beneficios, que queden recibir las personas que no tienen recursos económicas.

Se donaron unos audífonos a una Señorita que actualmente tiene 20 años de edad, habiendo perdido el oído 10 años atrás logrando con ello su incorporación a la escuela y actividades normales, el costo de dichos audífonos fué de \$415.00, el segundo caso fué mandar a un joven al Instituto de Investigación de los Oídos en Los Angeles, CA., se llevó a cabo un minucioso examen diagnosticando con urgencia cuatro operaciones e injertos, para lo cual ya se realizó la primera con éxito, haciendo posible que recobrara su trabajo perdido por falta de los oídos, el costo total de las cuatro operaciones al terminar será de \$17,000.

Para conocimiento del público nos hemos incorporado al Instituto

de Investigación de los Oídos en Los Angeles, y también pertenecemos a la Institución de los Ojos, ya que los Miembros del Club de Leones Latino Americano de San José, estamos pagando nuestras cutotas y así lograr esa ayuda a nuestros semejantes.

Estas dos actividades son parte del nuestro programa que es extenso.

El Club de Leones Latino Americano, le comunica también que usted puede ayudarnos a ayudar, donando a su Muerte o fallecimiento, partes de sus miembros o todo su cuerpo al Northern California Bank, con dirección en No. 751 South Bascom Ave., San José, Calif. 95128, para mayor información llamar al 408-998-4550.

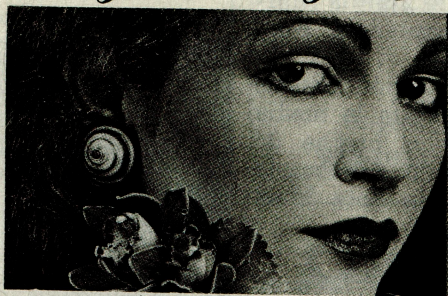
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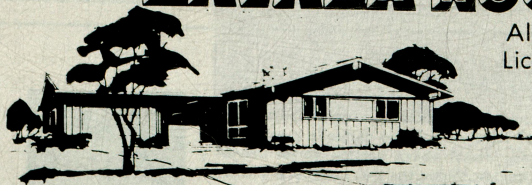


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JESUS OROSCO

Vocalist and all-around musician, Mon Rivera passed away on March 12 of this year in his Manhattan home. One of the masters of the Bomba y Plena. Latin music will miss him.

* * *

"Recordando El Ayer," an album featuring Johnny Pacheco, Celia Cruz, Justo Betancourt and Popo Willa, was recently awarded two of Billboard Magazine's number one awards for top regional sales in California and sales throughout the U.S.

* * *

Panamanian vocalist/composer/lawyer, Ruben Blades and Willie Colon also won an award for regional sales in New York. The album "Metiendo Mano" had some of the most interesting and revealing lyrics in a long time. Ruben Blades is a refreshing composer in The Land of Nasal Singers. His powerful voice is bringing a much added new flavor to much of the standard assembly line salsa of today.

* * *

Speaking of anti-assembly line Salsa — Angel Canales y Sabor are another group that should get more recognition. His latest album with T.R. lets you know why. They call him El Diferente. Canales has signed with Ralph Mercado Management and hopefully his full potential will be released.

* * *

Barrio Band Leader, Guitarist, Steve Móngé is in Puerro Rico. He's been slowly putting the Barrio Band together again.

* * *

After losing some of their Puerto Rican based acts to T.H. Records of Venezuela, Fania Records has re-signed two of it's top stars. Celia Cruz, "La Guarachera del Mundo," and Pele "El Conde" Rodriguez have both inked five year packs which will be releasing two albums per year for the Fania Family. Celia's latest success was an album with Willie Colon while El Conde has just released his third solo effort "A Touch of Class."

* * *



Pete and Sheila Escovedo's latest album is finished and should be out soon. Pete has been touring with the Chicano-rock legend, Carlos Santana.

* * *

Vava Records has just released the newest Johnny Pacheco album. Featured is newly-signed Angel Luis Silva, popularly known as Melon from Mexico's Lobo y Melon Fame. Remembered for his release of the standard, "Amada Batister." Melon's and Pacheco's album is a sure winner. Vera Cruz. Don Toribio are great numbers. A 4 chile album.

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Opinión



LUIS JUAREZ



What did Paul Revere have in common with many men and women in Santa Clara County? Apprenticeship training. While modern-day apprentices are not riding up to warn "The British are coming," they are nevertheless an important continuation of the tradition whereby crafts and tradesmen pass on their arts and skills to others.

This is especially important in the burgeoning Santa Clara Valley where the needs of the sophisticated high technology companies are for skilled technicians.

Young men and women in Santa Clara County, and the parents of teenagers, should carefully assess the opportunities provided through apprenticeship training.

Most personnel managers and job counselors in this area agree there is an over-supply of college educated individuals with degrees in humanities and education, counseling and even professions such as law. Many people with such education are either unemployed or underemployed.

At the same time, there is an acute shortage of highly skilled electronic laser and medical technicians, as well as machinists and others with apprenticeable skills.

It is interesting that, possibly because of this shortage, many of these occupations which are learned through apprenticeship training pay in excess of what many college graduates earn.

It gives them on an average four years of seniority over their college counterparts and very often depending on the trade they are apprenticing, provides them greater income and job stability than many college graduates.

Apprenticeship training is a bargain for both the apprentice and his employer as the state picks up the cost of the related instruction.

The related instruction, usually 144 hours per year or one evening class per week, pertains directly to the nature of the particular skill needed by the apprentice.

The Federal government, recognizing the shortage of skilled men and women in the non-traditional trades, has, through the Bureau of Apprenticeship and Training, created 10 special committees throughout the United States to address the resolution of this program.

One of the areas is Santa Clara County and the organization here is the Santa Clara County Apprenticeship Development Committee, Inc., headquartered at 425 Hedding, San Jose. Call (408) 286-6016 for additional information.

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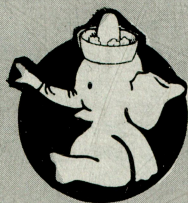
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