

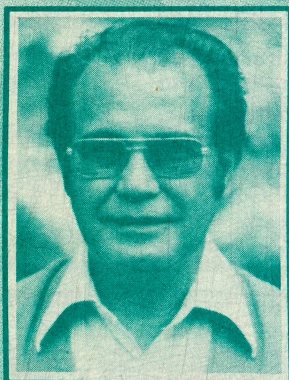
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30th Year

No. 17, December 20, 1979



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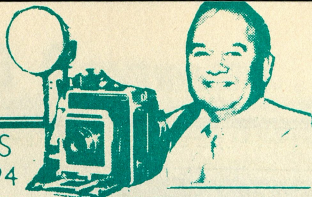
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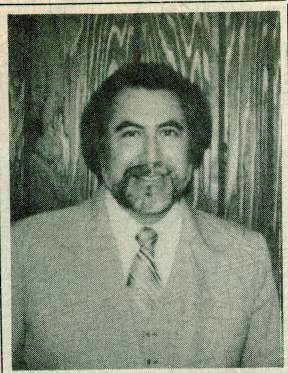


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Club co-ordinated by Joe Romero. In photo club members are seen boarding the bus.



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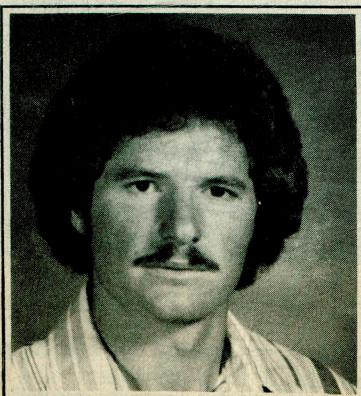
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RAMON NOVARRO CONTINUED. . .

Then in 1949 RKO released *The Big Steal*, revealing a droopy-eyed Robert Mitchum, a token leading lady in Jane Greer and a very familiar face behind a desk as a Mexican police chief who wasn't nearly as dumb as those Americans gave him credit for. It was Ramon's final major contribution to motion pictures and he was excellent in the part.

He looked older but there was no getting away from the old charm. Inactivity had made him camera-conscious but it was a subtle little cameo and the former star enjoyed himself in the role while publicly lamenting that "The glamour is gone. Now all the stare are alike."

Age had not staled nor custom withered that infinite charm which had made Ramon Novarro an authentic Hollywood great. Like so many of his fellow thespians Novarro was a larger-than-life image in an era when the moviegoing public wanted their pictorial legends on a higher celestial plane than themselves.

Novarro was intensely proud of his silent screen heritage. He loved the universal adoration. The Ramon Novarro League, formed

in England in 1928, was rewarded by visits from its spruce little idol.

"I visit those loyal ladies every time I go to Europe." His eyes crinkled. "Difference now is that when they swoon over me—somebody has to help them up!"

Appearances on television in *Dr. Kildare*, *High Chaparral* and *Bonanza* kept that handsome Mexican face in the public eye. A whole new career was in the offing.

Encouraged by this upsurge in his sagging fortunes, Novarro embarked upon a new venture. He would write his autobiography. By the end of October 1968 "From *Ben Hur* to *Bonanza*" was developing on schedule. But by Halloween Eve it didn't matter anymore. At least, not to Ramon Novarro.

Paul Robert Ferguson (23) and his brother Thomas Scott Ferguson (17) were new arrivals in California. Paul, with three tenous marriages in his tacky background, had blazed the trail from the Chicago suburb of Round Lake five months earlier, to be followed shortly by young Tom.

The pair made Novarro's ac-



quaintance with the express intention of relieving the 69 year-old screen luminary of \$5,000 which, they'd learned from other penny-ante hustlers of their own stamp, was stashed in a safe behind one of the numerous paintings adorning the walls of Novarro's den. The house itself, a \$150,000 Spanish-style mansion amid the verdant luxuriance of Laurel Canyon, was a refuge to which the reclusive actor had withdrawn some years before. He never married.

Novarro, cultured, gentle and courtly, was sufficiently motivated to invite the two young primitives into his home on the night of October 30, 1968.

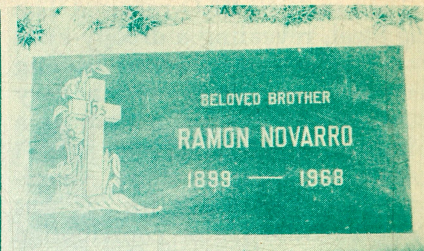
With their collective feet under the table, the Fergusons lost no time. Primed with generous quantities of their host's ample liquor stock, they began their quest for the money.

At 8:30 on the morning of Halloween the semi-retired actor's secretary Edward Weber found the battered, nude body face up on a bed, hands bound with electrical cord. The killers had ransacked the place in a voracious frenzy, but all they'd got was \$45 from Novarro's weekly unemployment compensation payment.

During police investigations the Ferguson's name came up in conversation and the brothers were arrested one week later. Predictably, each accused the other of the slaying.

The Fergusons were indicted and the trial set for July 28, 1969.

One week before the trial opened young Tom "confessed." The younger brother confided to a fellow denizen of the city jail that he alone was responsible for the death of Novarro. "Paul didn't know anything about it," he



claimed. "He had passed out in the living room."

But Tom's assumption of guilt was short lived. He admitted that the whole ploy was suggested by Paul as far back as the night of the murder. The idea was that Tom, technically a minor, faced a mere short term as a juvenile offender while poor old Paul was a candidate for the gas chamber.

The trial lasted seven weeks. A jury of seven men and five women deliberated less than two days. The Fergusons were convicted and each received a life sentence.

"Ben Hur" lies in the family plot in windswept Calvary Cemetery, East Los Angeles, next to his parents. His old friend and rival Rudolph Valentino is close by in Hollywood Memorial Park.

Ramon Novarro's resting place is marked by a simple stone set in the ground, dedicated by his brothers Jose and Eduardo Samaniego. "Beloved brother — Ramon Novarro — 1899-1969." That's all it says.

Those movie fans who thrilled to Novarro's Ben Hur reel rather let down by the relative obscurity of that Calvary plot. Almost as if they expected to find a chariot there. Or at the very least a piped-in Pagan Love Song.

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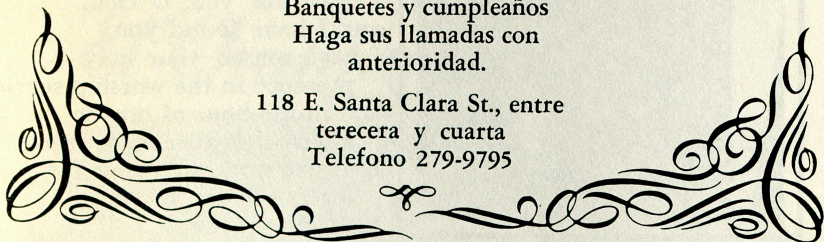
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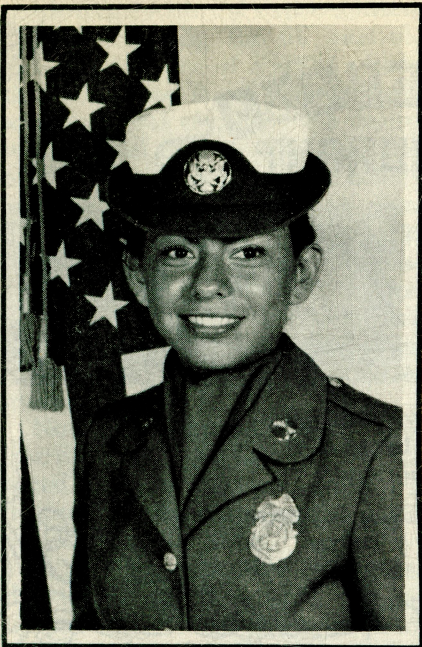


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ANNETTE E. QUINTERO

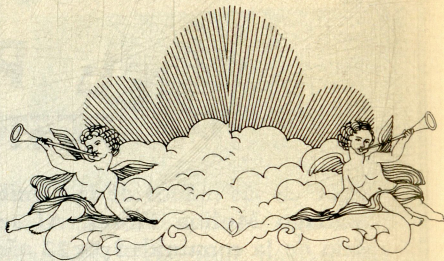


Annette E. Quintero, Military Police person in the United States Army, on leave from Ft. McClellan, Alabama. Annette achieved the highest score in her military training class.

Her parents, Frank and Rosie Quintero, Sr., and her brothers, Frank Jr., and John are looking forward to spending the holidays with Annette, after which she will leave to continue her duties in Germany.

A native San José, Annette attended Yerba Buena High School and Evergreen College. Her goal after serving out her three years in the Army is to become a police-woman for the city.

Frank and Rosie Quintero, Sr., Frank, Jr., and John, Grandmother Petra Jimenez, and all of her aunts and uncles join together to dedicate this prayer to Annette, wishing her fulfillment and happiness throughout her career.



Now that I have found You!
Like a thirsty child reaching
for a drink,
I grasp for you, O God.
and I have found you.
I have sensed your holy
presence in the worship service:
and in the hour of prayer
I have felt you to be near.
I realize now that your love
for me is far better
than life itself.
My heart is full of
joy and contentment .
My mouth is filled with
praises for you.
Even the night hours are no
longer lonely.
As I contemplate your tender
concern for me the enemies of
my soul still seek to betray me
But they shall not snatch me out
of your hand.
And now that I have found you,
I shall be secure and happy
forever.
(Psalm 63)

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LUIS VALDEZ OF THE SAN JOAQUIN VALLEY



The grape picking season was over and the six members of the Valdez family were stranded in the small San Joaquin Valley town of Stratford. Their pickup truck was broken down and on blocks. The family could not move to the next harvest until the truck was repaired.

A school bus stopped outside their temporary home — a labor camp — so the four children went to school that fall.

Luis, 6, was given the role of a monkey in the first grade production of "Christmas in the Jungle." He never forgot the pageantry of the play — the elaborate set made with real palm trees, the festive music and his colorful monkey costume, which was in better condition than his own clothes. He rehearsed every day after school.

But the day before the first-graders' opening night, Luis' father fixed the truck. The family headed for the next harvest and Luis missed the show.

Luis Valdez never forgot that first play.

"I spent my childhood trying to make up for missing that Christmas show. And maybe," he says with a shrug, "I'm still trying to make up for it. That longing to participate stayed with me and in a way pushed me to devote my

life to the theater."

Valdez's theatrical ambitions have been realized. The play Valdez wrote in 1977, "Zoot Suit," broke attendance records in Los Angeles, played on Broadway and negotiations for film rights are underway. He is the founder and director of an internationally known theater company — El Teatro Campesino. He won an Emmy for a television play and the Teatro received an OBIE award for an off-Broadway production.

The son of migrant workers, and a former resident of one of San Jose's poorest barrios, Valdez, 39, realizes his success was achieved against long odds. But today, as he commutes between San Juan Bautista, his home and the Teatro's base, and negotiations in Los Angeles for the movie rights to "Zoot Suit," he is reluctant to admit self-satisfaction.

"I guess my relatives are impressed — they sure come out of the woodwork in L.A. when 'Zoot Suit' was on," he laughs, throwing back his head. Valdez is an animated man and an adept storyteller. He frequently punctuates his stories with a jab from his ever present cigar or a deep laugh.

"There was a big focus on me, but the play was important because it wasn't just me, but in a way all Chicanos who were accepted."

Valdez was heartened when he saw the audiences at "Zoot Suit." In addition to the Beverly Hills matrons, he says, the crowd was composed of Chicanos from East Los Angeles. Cab drivers and factory workers sat beside those with season boxes.

"For the first time a great number of Chicanos were able to dress up and go downtown to the theater. It introduced an awful lot of people to the theater. And it gave many Chicano actors significant roles. I feel very good about that."

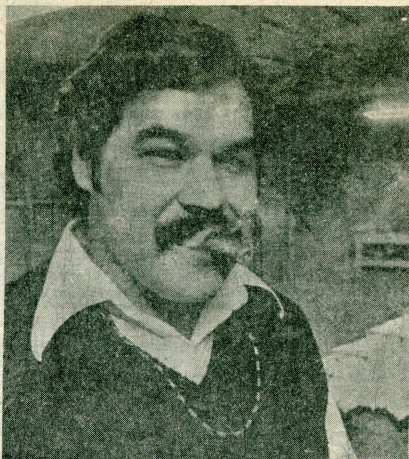
Valdez was born in the San Joaquin Valley and attended school sporadically, in whatever town was closest to the fields his parents worked. When he was in the fifth grade his father moved the family to a labor camp in San Jose and decided to stay through the winter.

"It was a dangerous choice," Valdez says. "Most migrants kept moving, looking for work. But my dad decided there were more opportunities for the kids in San Jose. So he took his chances with year-round farm work in the orchards around San Jose."

The family later moved to a barrio called Sal Si Puedes ("get out if you can"), one of East San Jose's poorest neighborhoods.

Valdez worked on summers and weekends in the prune orchards and bean fields in San Jose. But his parents instilled in the children the importance of education as an escape from Sal Si Puedes.

"I always brought a lot of books home from school, but when I got back to the neighborhood, I had to hide my books or the local



gang, The Blue Velvets, gave me a hard time.

"Some of my teachers at James Lick High School tried to discourage me. They thought it was impractical for a farm worker's kid to want to go to college."

But Valdez earned a Bank of America scholarship and enrolled at San Jose State in 1958.

"I remember sitting in a calculus class at 7:30 in the morning during my first semester and thinking that this is as far away as I can get from the life of the farmworker." Valdez has a far away look and smiles faintly. "I was feeling good about being in a warm classroom learning, instead of pruning trees in the cold."

Valdez wrote a one act play in college and won \$75 from the San Jose Theater Guild.

"It was amazing to me to get hard cash for something on paper. For the first time I thought, 'Maybe it's possible . . . maybe I can pull this off.'"

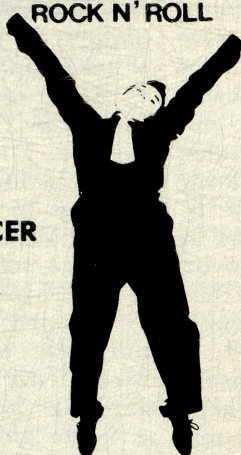
Before he graduated he wrote a full-length play, "The Shrunk-en of Pancho Villa." It was performed at San Jose State and opened up several possibilities after graduation.

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Q.M., Santa Rosa

ANSWER:

Better than ever before! All indications point to an increase in women in public office in the next decade. An important gain occurred when the Democratic party recently granted the demand of women party members that half the delegates to the 1980 Democratic presidential convention be women. The climate is changing in the Republican party, too.

Women, especially younger women, are thinking more in terms of issues than of traditional party loyalties and their concerns are humanitarian, a recent Red-book poll of over 4,500 people shows. The highest priority of the women polled was for increased government spending for the elderly and for developing greater self-sufficiency in energy supplies. They wanted less money spent on U.S. national defense and on military and economic aid. Both men and women agreed that a high priority should be to elect more women to Congress. Other priorities were programs for rape victims and battered wives, day care centers, and adequate housing for all.

If you decide to enter public life, you will find new sources of help through a variety of organizations for women. The National Women's Political Caucus, Women in Politics and the Women's Campaign Fund are some of the new organizations formed to provide women candidates training and expertise in campaigning, fund-raising and organization techniques.

The issues you have named are winning issues and you should find a lot of across-the-board support from women, and from men, too.

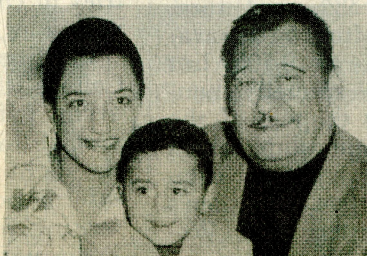
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of the championships have been held in the same location. Significantly, this designation will bring runners from many countries to compete for record-breaking times.

Starting and ending at De Anza College, the race is a full-service event, with pre-race clinics and a special high-carbohydrate dinner the night before the race. Further information may be obtained by writing Mr. Dan O'Keefe, 20032 Rodriguez Ave., Cupertino, CA 95104. The entry fee is \$3 and in-

CHAMPAGNE MARATHON



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A strong field of world class runners is anticipated for this year's race with Russ Pate, Herb Lorenz and Paul Thompson already committed. At last year's Champagne Marathon, Jay Helgeson announced that he would run one marathon a week for a year; he will complete his extraordinary feat in this year's run. Toshido d'Elia, at 49, the oldest runner to run a marathon in under three hours, has also entered the race along with Paul Masson, an 11-year-old marathoner who

finished first in his class at the 1979 New York Marathon. Masson the athlete is no relation to Masson the winemaker.)

Entry to the race is by pre-registration only. Registration is \$3.00 and closes on January 7, 1980. All sub-three hour runners will be awarded plaques; all sub-three; thirty hour women will be awarded plaques. All runners will receive a T-shirt. Application forms are available from the Chairman, Dan O'Keefe, 20032 Rodriquez Avenue, Cupertino, CA 95014, 408-257-6670.



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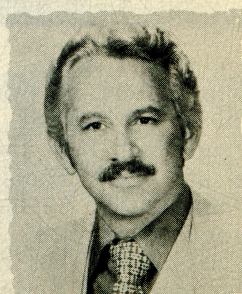
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- Un favor al servirlo. • Un cliente es parte del negocio—no es un extraño.
- Un cliente no es una fria estadística—él es un ser humano de carne y hueso, con sentimientos y emociones como las nuestras.
- Un cliente no es alguien con quien discutir o con quien igualar razones. • Un cliente es una persona que nos pide lo que necesita—es nuestro trabajo llenar esas necesidades.
- Un cliente merece el más cortés y atento tratamiento que le podamos dar. • Un cliente es la sangre y vida de éste y de cualquier otro negocio.

Estos comerciantes, profesionistas y hombres de negocios, han expresado su interés en servir a la comunidad de habla Hispana del Condado de Santa Clara. Ud. debe recordarlos cuando necesite obtener sus productos, mercancías o servicios.

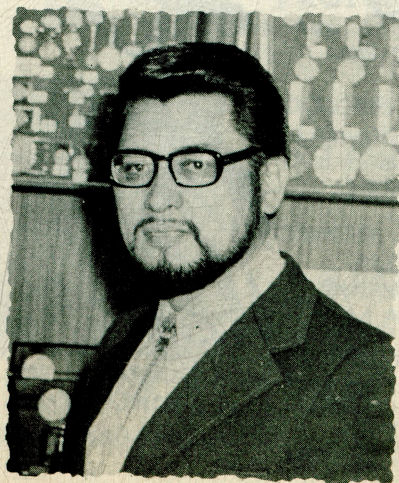
Consulte Ud. de Directorio-Guia de mercancías y servicios con entera confianza y con la seguridad de que las personas que ofrecen sus mercancías, servicios o conocimientos profesionales, son responsables, lo dejarán satisfecho y le haran precios razonables cuando Ud. trate con ellos.

Su lema es: Tratar bien a los clientes y ellos recomendarán nuestro negocio a otros clientes.

El Periódico RADIO PRENSA presenta a travez de las columnas de "EL EXCENTRICO", Directorio Hispano y Guia del Consumidor.

En El Directorio Hispano aparecen los comerciantes, profesionistas y negocios de servicios, que estan interesados en servir a la población de habla Hispana, usando el Directorio para informar al publico el tipo de negocio, la dirección y el teléfono.

Esta Guia llevará a los consumidores con aquellas personas que les daran el mejor trato, la mejor mercancía, los mejores servicios y los mejores precios.



RUDY BELLOUMINI



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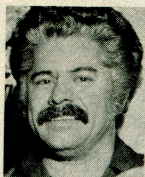
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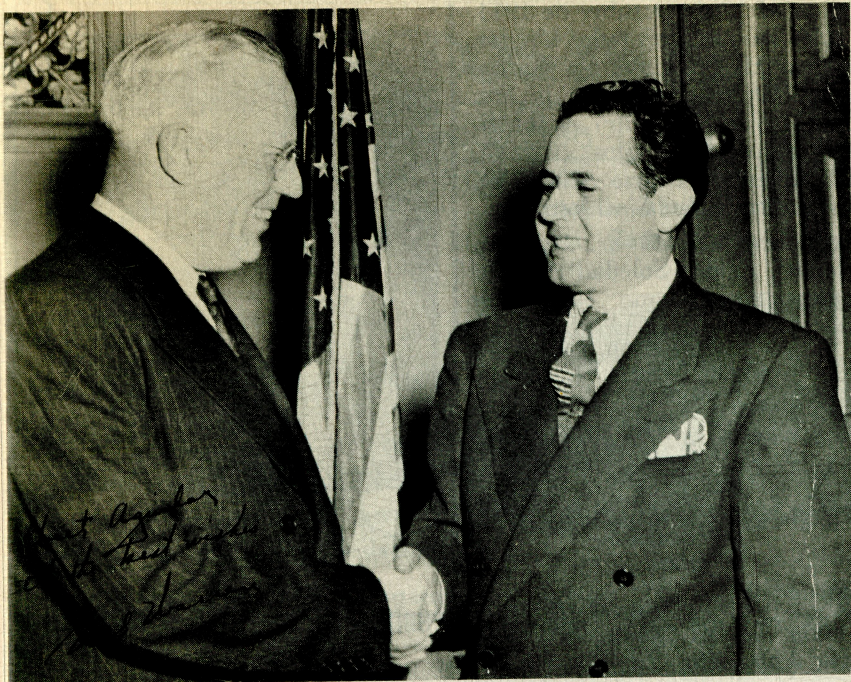


The Lucha Villa Fan Club
wishes everyone a Merry Christ-
mas and a Happy New Year.



SR. ALBERTO AGUILAR

DESCANSE EN PAZ



1 Sr. Alberto Aguilar en afectuoso saludo al Gobernador Earl Warren.

El Sr. Alberto Aguilar falleció el 24 de Noviembre de 1979 en la Ciudad de México, fué víctima de un ataque cardiaco.

El Sr. Aguilar era ampliamente conocido en San José y en muchos lugares del Estado de California en donde trabajó como agente de compras de Greco Canning Co. Después se dedicó a los negocios por su propia cuenta, fué Real State Broker, comerciante en madera, fué de los primeros mexicanos dueños de tienda en el area.

El Gobernador Earl Warren lo nombró Representante de la Colonia Mexicana en el Condado de Santa Clara. Perteneció a muchas organizaciones Civicas, Patrióticas, Culturales y de Benefico Social. Fué uno de los más entusiastas colaboradores para levantar el Hospital O'Connor.

El Sr. Alberto Aguilar nació en



El Sr. Alberto Aguilar en compañía de su hija Armida y de su hijo Raul, en su tienda de abarrotes.

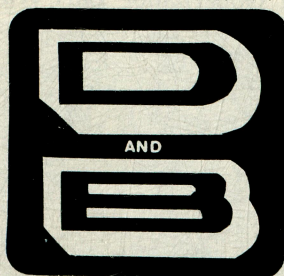
Morelia, Estado de Michoacán México, el 17 de Octubre de 1911, en 1924 vino a los Estados Unidos, curso su High School en Azusa, Ca. En 19p9 se casó con la Sta. Victoria, Viky Aguilar) el matrimonio tuvo cuatro hijos; Armida, Raul, Alberto y María Antonieta, todos radicados en San José, Ca.

Le sobreviven al Sr. Aguilar, su señora madre Soledad Aguilar Zavala, su hermano Ing. Luis Aguilar, sus hermanas Hester de la Rosa, Celia Guillén, Alicia Horn, Jaqueline Hill y Estela Cachou.

El fallecimiento del Sr. Aguilar ha sido muy sentido por todos sus familiares y su gran número de amistades.



El Sr. Alberto Aguilar el día de la boda de su guapisima hija María Antonieta.

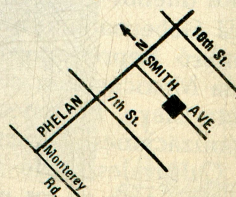


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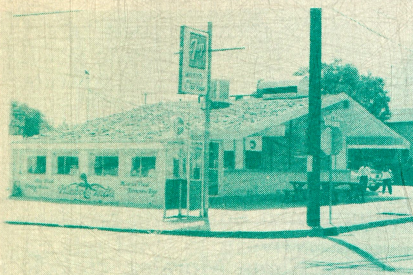
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Erica Elena Moralez



Erica Elena Moralez, conoció a sus Artistas favoritas, Cepillin y La Gran Lucha Villa que estaban este 4 de Julio en la Feria del Conado. Erico nació el 4 de Septiembre de 1977 sus padres, orgullosos son Reynaldo y Josefina Moralez.



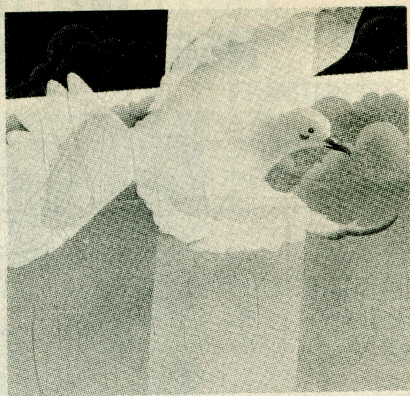
Age

Being a member of a minority group, specifically, a Mexican-American, I have learned from my own experience—

Age itself, or the process of Aging presents natural problems. That being an individual is a state of mind, physically, mentally and more specifically, emotionally.

Similar to descending on an inclined plane and being pulled by the force of gravity.

The fact that a person feels that he is becoming useless, that he is in the way, that his health is failing, that his hearing is not acute, that his sight is not sharp, that he is not able to communicate adequately what he feels by way of Love.



My advice to all of you would be to become involved and stay involved. It is a lot of fun for one thing. It opens up unsuspected horizons of pleasure, satisfaction and rewards. At least that has been my experience in my many years of life .

Joe Gaxiola; Age 86

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Daniel Saldaña



COMO INTENAR OLVIDAR
LO QUE HA VIVIDO
DENTRO DEL SER
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TENEMOS MUCHOS
RECUERDOS
DE COSAS Y GENTES
DE INSTANTES Y
AMBIENTES
DE AMIGOS Y PADRES
DE LUGARES Y PERSONAJES
DE AMORES Y AMISTADES
DE LA PRIMERA VEZ
Y DE LA ULTIMA
DE TODO Y DE NADA
QUE ENNUESTRA VIDA
NOS HA DADO Y NOS HA
QUITADO
NOS HA PRESTADO Y
REGALADO
LO QUE HEMOS SIDO Y
TENIDO
Y PENSAR QUE DE TODOS
LOS RECUERDOS
NADIE PERO NADIE,
TIENE EL MISMO,
NI DE LA MISMA MANERA.

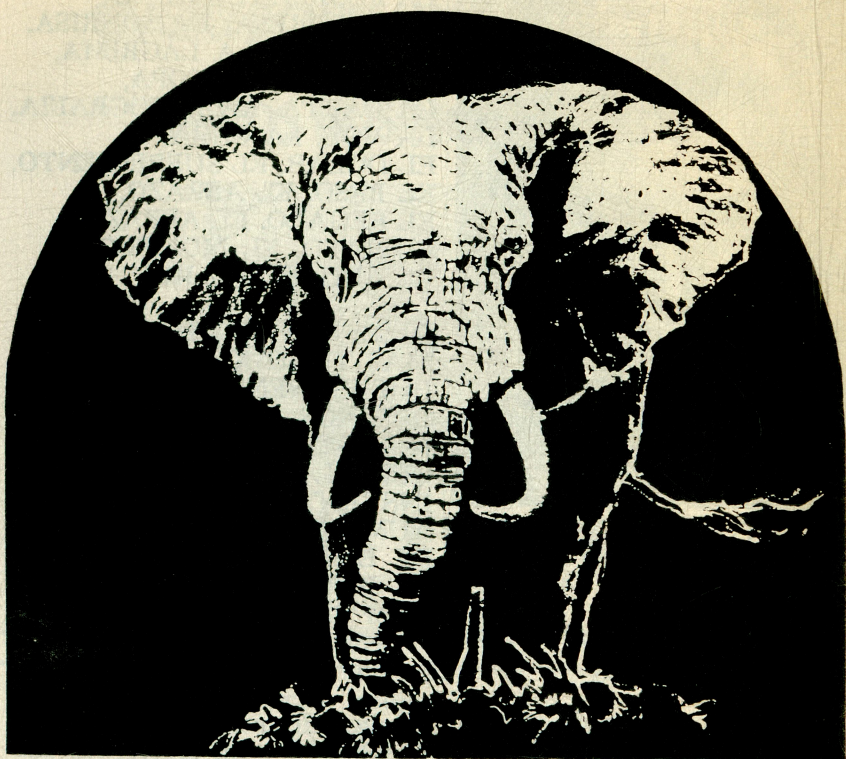
EL DIA, EL VERSO,
EL JNGUETE, LA MELODIA

LA MANO, LA VEZ
LA FLOR, EL CAMINO,
LA SORPRESA, LA SONRISA,
LA NOCHE, LA LAGRIMA,
EL LUGAR, LA COPA,
LA CARTA, LA FOTOGRAFIA,
LA VOZ, LA CARA,
EL DOLAR, EL SUFRIMIENTO,
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EL REGALO, EL ABRAZO,
EL RATO, EL MOMENTO,
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QUE NOS ALEGAN y
NOS DESGARRAN
QUE AL VIVIR CADA
INSTANTE
AUMENTAMOS EN LA CAJA
DE LOS RECUERDOS:
EL CORAZON.

por Rosa María Miller de Vega
Dedicado a mis seres queridos:
los que me formaron, los que me
siguen formando y a los que
ayudé a formarse, pero muy es-
pecialmente a mi esposo, con mo-
tivo a nuestro 25 avo aniversario
de matrimonio.





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