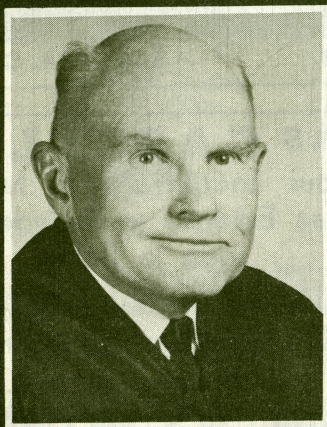


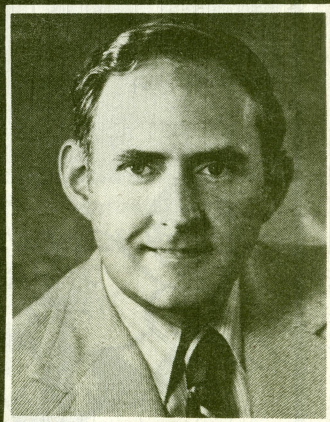
El Excentrica

Humberto Garcia

May 5, 1972



Re - Elect Judge **ROBERT
BERESFORD**
MUNICIPAL COURT
Co-Chairman Luis Juarez
& Ed Socolosfsky



RE - ELECT
**Assemblyman
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De 12:45 del Medio Dia a
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Director de Programacion

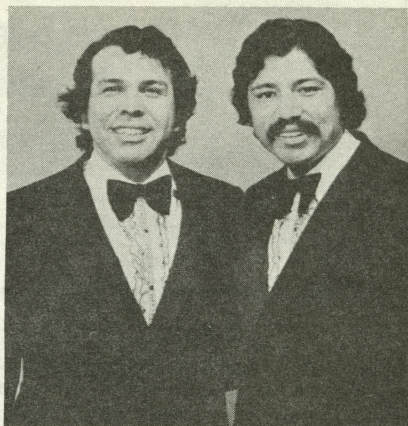
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EL GIGANTE



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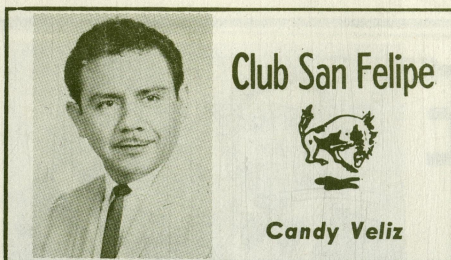
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CAUCUS "The Gathering of The Eagles"

—The Top Mex: Amer., Latins or Chicanos as you wish to refer to them, Leaders from several states gather in San Jose in an effort to unite and show strength in the coming elections, but it was not to be. It seems to me that the leaders have been around long enough not to make the mistakes that erupted the caucus.

The San Jose leaders know that their constituents (youths) do not like to be pre-tentious, and further more, they don't have the money to attend functions in places like the Hyatt House, Plateau 7, etc., that being the case; why did they insist on having the caucus there? Secondly, why didn't they furnish their faithful followers with passes for the caucus. The leaders ignoring all the demands of their constituents proceeded with the caucus at the Hyatt House thinking that it was going to take them to the height of their political involvement, but that was not the case. They forgot that in this day and age youth is not to be ignored. In the first place the young people are the ones that put them in the position in which they are, and to ignore them when they got to the top is chaos.

The incident that happened here proved beyond any doubt that we are as disorganized as ever if not worse and there goes our bargaining power.

Without getting too far off the subject allow me to say that we are fighting discrimination on all fronts including the news media, but, the Chicano Caucus discriminated against the news media which prompts me to say: "Ni Contigo, ni sin ti."

Things like this will happen but, we are full of life, pride and spirit and another caucus should be held and the next time, No se los olviden los chicanitos and we shall triumph. We always have and we are not going to stop now. "VIVA LA RAZA."

Club San Felipe is going to turn the other cheek and accept being pushed from their anniversary formal ball date by the San Felipe ex-Students Asso. (aprovechados). However, we hope to have a better solution for next year. As things stand now the San Felipe ex-Students Asso. (aprovechados) union dance on July 15. Club San Felipe is still looking for a date and a place for their anniversary ball. Like they say you can't win them all, it's just that why should we always get the dirty end of the stick. Ni mode.

When you are out for a nice evening of dancing, don't forget Arturo's Quiet Village. The music there is terrific and you'll always have a nice time. Tell him Dulce sent you.

I guess everybody has a job because nobody wrote to me with his or her qualifications, so that I can print them here hoping that they might find employment. Write to me. In care of the Excentrico Magazine. We'll do what we can for you.

El Charro on the corner of South 1st St. & Virginia is the place to go for delicious food. Lovely Maruca is there to see that you enjoy your meal. We recommend it. Si Señor.



Mr. Jake Villalba's Premium Plating & Polishing Shop on North 10th Street in San Jose sponsored a fishing trip with prizes for the cats that caught the biggest fish. Photo one shows Mr. Manlo Constancio and photo two shows Mr. Ben Garza Sr. with their trophies.



(continued next page)

VELA'S

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RECORDS—
RECORDINGS—



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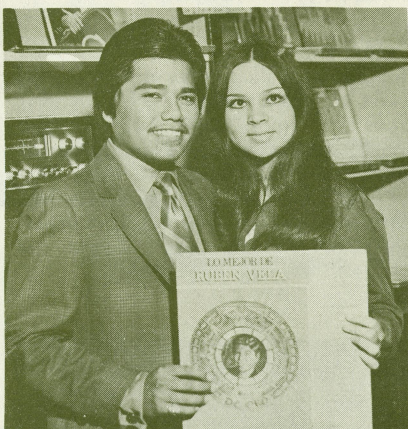
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MUSICAL INSTRUMENTS—

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PASO A MEJOR VIDA
HILARION MARTINEZ
A la edad de 50 años

Fallecio el Viernes 14 de Abril 1972
a las 5:00 de la tarde, a causas de un
accidente de trabajo.
Era nativo de Mexico, con residencia en
San Jose por 38 años.
Deja a su esposa Viola Martinez
Sus restos fueron depositados en el
Cementerio Catolico de Santa Clara
el Martes 18 de Abril.

Ultimos Estilos en Ropa
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En la grafica BERNIE BERG y parte del
atento personal de Habla Hispana.

SAN FELIPE(CONT.)

The United Food Drive Committee is very appreciative of the following orchestras for donating their services to the food drive and we recommend them for all your functions that require music. They are: Jess Escobar & His Orchestra and the Dueto of Paul Curiel and His Compadre, Kiko Motra, Los Tijualeño and Andy Flores & His Conturto, Connie Caudello & His Orchestra, Los Tijualeño and Andy Flures & His Orchestra.



Mr. Juan Contreras with his escort with the Mariachi San Jose at the Amber Room at Santa Clara St. in San Jose that Al Contreras (owner) will invite everyone to come and sing with the Mariachi every night of the week.

PARKS PARKS

If you have had a chance to visit our city parks such as Alum Rock, Heller and others on holidays you will find that they are a mess. I consider this the responsibility of the City. They should see to it that they are kept clean. It's an embarrassment for out-of-towners to come visit our city parks and encounter such a hideous situation. I urge City Hall to correct this matter at once before outsiders start thinking that our homes are like our parks.

The Tropicana Lounge is the ultimate in night club entertainment. Rene De Luna thanks you for helping him make the Tropicana Lounge the best.

There was a gentleman that was not well versed in baseball because he thought the Cardinals were appointed by the pope. Venia de la comalia.

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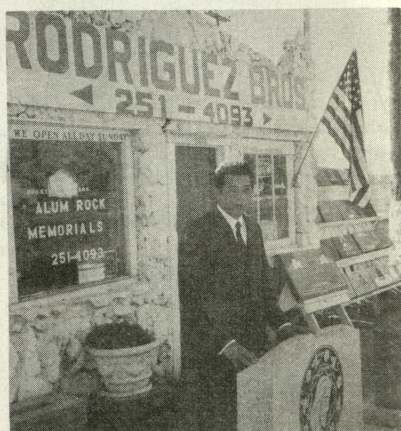
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DON TRUJILLO

Coordinador de Educacion de Drogas

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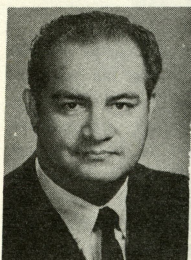


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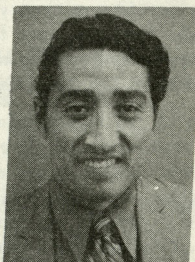
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LO QUE SON...



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PARAFERNALIA

Reflejos de Cine Radio Television

JORGE GODINEZ



EL CHISME CONDENABLE

Sin llegar a la gravedad que implica el delito de calumniar al prójimo, hallamos otro angulo mas leve, pero no menos condenable, que por el hecho de causar daño no puede labrar el prestigio de nadie. Y sabemos que sin prestigio no existe personalidad. Nos referimos al Chisme, estrechamente ligado con la malidcencia.

En primer lugar debemos tomar en cuenta que una personalidad indiscreta es como un barco que se viera afectado por una vía de agua, siempre está propensa a zozobrar. Raro es el hombre dotado de personalidad autentica, es decir, positiva, que no sepa mantenerse discreto y el CHISME malevolo es un arrabal de la indiscrecion propiamente dicha.

Cierto que gran numero de ellos, tal vez la mayoría de los que circulan en tertulias y reuniones son de poca monta. Por lo general su mision se circscribe a reirse a costa de un tercero ausente. Esto por si solo es un poco recomendable. Nunca ha sido generoso ni caritativo despellear a quien no se halla presente. Mas no es a esta clase de chismografía a la que queremos referirnos. Me refiero a la chismografía barata, de personas evidiosas sin personalidad ni caracter, que siempre hablan de los mil amores pero no llegan a conquistar uno, critiquemos si, pero con razón y justicia, tratemos de tener UNIDAD CAMARADERIA en nuestra COMUNIDAD para poder llegar a conquistarnos a nosotros mismos y despues conquistar a los demás, en esa forma llegaremos a ser respetados por toda nuestra raza.

PROBLEMAS DE LA COMUNIDAD.

El dia 22 del mes proximo pasado, asistimos en representacion de el Excentrico, a la convencion celebrada en el Hyatte House, de Mexican American Political Association (MAPA)) ese dia se reunieron todas las delegaciones de Mapa, para tratar de llegar a un arreglo respecto a las futuras elecciones del proximo mes de noviembre, escuchamos a varios lideres de los mas sobresalientes

fueron Bert Corona de Los Angeles, a Reyes Lopez Tijerina de New Mexico, asi mismo tuvimos la oportunidad de entrevistar a varios miembros del Partido de la Raza Unida, muchas personas tomaron en forma negativa todo lo discutido en esta convencion, este servidor pudo palpar muchas cosas positivas. En primer lugar es logico que un movimiento llegue a madurar se tengan que sacar muchas fallas sacando a relucir y a deshogar todos los errores pendientes, para mi en lo personal fue de vital importancia esta convencion, pudimos darnos cuenta del gran estusiasmo que hay entre nuestra gente sea este negativo positivo, pero al fin entusiasmo.

Ahora bien, lo que nosotros necesitamos ya no es gritar y gritar, dejemos la violencia a un lado eso no conduce a nada, son energias gastadas que se pueden usar en forma mas inteligente, como por ejemplo preparandonos, estudiando, conocer y tener los mismos conocimientos de los blancos ellos saben como tratarnos y nosotros siempre nos tragamos el anzuelo, necesitamos iniciar a nuestra gente en los poderes que los blancos conocen, muchas personas dicen que nosotros los mexicanos somos inteligentes, efectivamente somos inteligentes pero ahi esta el detalle como dice Cantinflas, jamas nos preocupamos por organizar centros de cultura, por conocer las bellas artes, nunca nos preocupamos por conocer a otros paises y aprender de ellos, nos encerramos en un circulo y en ese circulo vivimos por años, los blancos conocen ese poder el poder de la propia naturaleza, ellos piden y piden y la naturaleza les concede todo, nosotros pedimos y pedimos pero no hacemos nada por que a veces no estamos preparados ni siquiera para administrar lo que nos dan, no nos engañemos mas lo que necesitamos es preparacion cultura, y asi poder formar verdaderos lideres con amplia preparacion y noseudolideres que solamente sirven para ser usados por los blancos.

TELEVISION CANAL 20

Como ustedes ya saben, el canal 20 de Television, se volo la barda con las programaciones en español con lo mejor de Telesistema Mexicano, telenovelas, programas musicales de lo mejor que se produce en Mexico, de las cuatro de la tarde hasta las doce de la noche, este servidor fue nombrado representante de ventas del mismo canal, asi que cualquier persona interesada en la programacion del 20, se puede comunicar con un servidor Rudy Castillo esta logrando un

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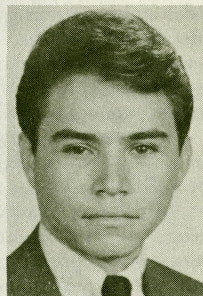
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(GODINEZ CONT.)

exito total, puese quiero informar a la comunidad que el hombre del cafecito es el Gerente de Ventas del famoso canal 20, exito al hermano Rudy Castillo.
KIKO MORALES.

Fue todo un exito el gran baile efectuado en el famoso STARLITE BALLROOM, hubo gran esepctacion, y en forma oficial Kiko obtuvo el Disco de Oro como la mejor Orquesta de la Bahia, verdaderamente Kiko Morales se ha colocado como toda una figura del ambiente musical de San Jose, a proposito de Kiko, me ha comunicado que nesecita personas interesadas en participar en su programa de Television del Canal 3, de San Francisco, modelos bailarinas, cantantes, en fin si Ud. tiene algun talento musical por favor pongase en contacto con Kiko Morales en el Starlite, todos los sabados se encuentra actuando en ese famoso lugar en nuestro proximo numero hablaremos de Kiko y su carrera, ya que pronto hara un viaje a Mexico contratado por una de las companias de discos de mayor prestigio en el mundo entero felicidades y exito a **KIKO MORALES MEJOR ORQUESTA DEL NORTE DE CALIFORNIA... MODEL CITIES, EN PROBLEMAS.**

En dias pasados el Mercury News, publico un articulo donde el consejal de la Cd. de San Jose Joe Colla, descubrio algo anormal en el programa de Ciudades Modelo, con referencia a un prestamo, en el proximo numero nosotros daremos a conocer al publico nuestra propia version de este caso de suma importancia para nuestra comunidad.

Nosotros sin embargo seguimos insistiendo en lo anormal de algunos de los programas, por ejemplo el programa de Radio y Television de Model Cities, yo he solicitado empleo en los mencionados programas, soy de bajos ingresos, busco una oportunidad, tengo experiencia en dicha profesion, 13 años en radio, en television, en el periodismo, sin embargo nada de lo que se dice se cumple, por lo tanto en proxima junta discutiré con los delegados de comunicaciones todo el dinero malgastado en dichos programas, con pruebas en la mano, les dire exactamente cuanto dinero se nesecita para producir un programa de television ciento por ciento profesional con proyeccion a nuestra comunidad que sea de verdadero interes y no un programa mediocre como el que hasta ahora se ha producido es hasta una verguenza ver el mencionado programa solamente lo ven los familiares de las personas que lo

producen, ese dinero se deberia de gastar en llevar educacion a los nuestros en otra forma, ya les informare mas ampliamente de este asunto.

No trato de ninguna manera de ofender personalmente a nadie no es mi intencion, yo solamente defiendiendo el dinero que el pueblo nesecita porque del pueblo es y al pueblo pertenece, y el pueblo necesita estar informado que se hace con su dinero, los fondos de Ciudades Modelo de ninguna manera es propiedad privada de nadie, esperamos que este año sea mejor para todos tengo FE en el Sr., Martinez, Director de Ciudades Modelo, considero que si tiene ese puesto es por las cualidades que vieron en el y la confianza que despositaron para llevar con todo exito este programa.

No veo la razon por la cual rechazen a personas capacitadas para tal o cual trabajo, es la mejor manera de formr un equipo completo y con todo exito, espero que vean la razon y la buena voluntad que tenemos para que todos los programas sean todo un exito para beneficio de las personas que como yo de bajos ingresos y buscando una oportunidad no se la nieguen a uno si se cumplen los requisitos, informacion mas amplia en proxima edicion.

NOVEDADES EN LOS TEATROS DE LA CD.

TEATRO ESTUDIO. Proyectando en su pantalla de plata, la fabulosa pelicula **ODISEA EN EL ESPACIO.** Una pelicula llena de emociones, vea con sus propios ojos como sera nuestro mundo en el año 2000, a precios populares, Niños 25c no se la pierda por ningun motivo esta semana en el **TEATRO ESTUDIO** de las calles primera y San Salvador, la Sra. Clara Starr envia un saludo muy especial a nombre de esta empresa del Teatro Estudio a toda la comunidad de habla hipana.

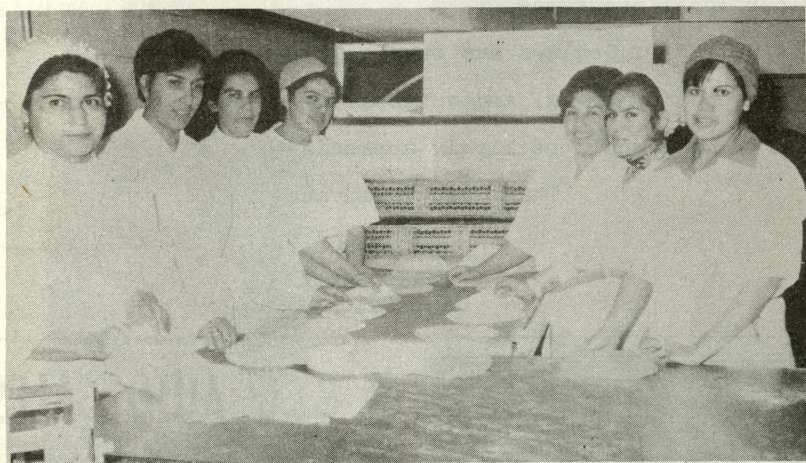
TEATRO UA. El Sr, Alberto Rodriguez propietario de este Teatro nos ha comunicado que el proximo dia 10, se presenta en persona el cantante mas popular de la America Hispana **JOSE JOSE, CON SU ULTIMA PELICULA, YA VIENE A SAN JOSE, JOSE JOSE,** el dia 10 alla nos vemos. Felicidades.

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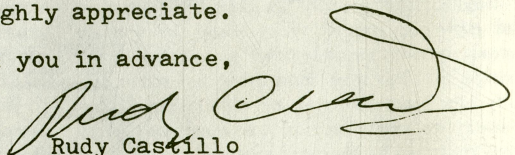
April 26, 1972

TO WHOM IT MAY CONCERN:

This is to introduce MR. GEORGE GODINEZ who is now collaborating with KEMO-TV - Channel 20, and is authorized to sell programs and spots on any of our local programas.

Mr. Godinez has been highly recommended by various commercial and advertising companies. Your patronage would be highly appreciate.

Thank you in advance,


Rudy Castillo
Gen. Sales Manager

El Excentrico

24th Year, No. 3

May 5, 1972

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BERT GARCIA
MANAGER

MARC GARCIA
EDITOR

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PRODUCTION

RUDY BELLOUMINI
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April 22, 1972, at 2:00 o'clock in the afternoon
 Our Lady of Guadalupe Church
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Godparents

Genaro Perez and Penny Marie Sandoval

Reception: Story Road Community Center
 Story Road and Capitol Expressway

4:00 to 8:00p.m. Dance 8:00 to 1:00a.m.

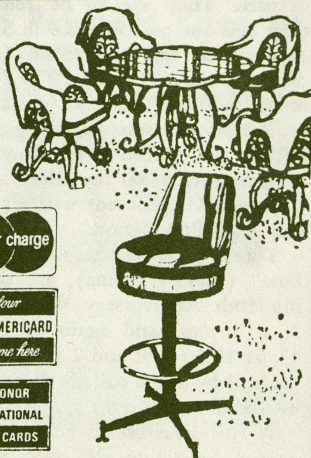
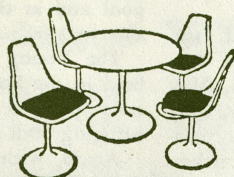
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San Jose City College Week of Activities



San Jose City College will culminate its year-long observance of its 50th Anniversary with a week of activities May 7-13.

Fiftieth Anniversary Week begins with a Pancake Breakfast in the Student Union from 9 a.m. to 1 p.m. on Sunday, May 7. The benefit breakfast is billed as "all you can eat" for \$1.50 (children \$1.00), with all proceeds going to the City College Financial Aids Foundation.

The other major event of the week is the 50th Anniversary Benefit Variety Show, which will be held at 8 p.m. on Friday, May 12, in the Men's Gym. The benefit show will feature starlet Carol Speed, who is a former SJCC homecoming queen. Mike Evans, of TV's "All in the Family," will also fly in from Hollywood for the show. The fabulous Los Lupenos Dancers are scheduled to participate. They are to be remembered for their sell-out performance in San Jose Civic Auditorium last November. Other acts include a "top 40" band, "The Noble Experiment," and Bill Munday, guitarist and singer. Additional acts are being arranged and will be announced later. Donations for the program are \$3.00 for adults and \$1.00 for children. All proceeds will go to the Financial Aids Foundation.

Three performances of "Reynard, the Fox," (fantasy drama), are scheduled during 50th Anniversary Week—Sunday, May 7, at 2 p.m.—and again on Saturday, May 13, at 10:30 a.m. and 2 p.m. All performances will be in the college theater, with tickets available at the door.

A full schedule of activities will be presented throughout the week. With exception

of those already mentioned, all other events are open to the public without admission charge.

Oldsters Art in Action is scheduled for the lawn area in front of the library starting noon Sunday, May 7, and concluding with judging and awards at noon, Friday, May 12.

On Monday, May 8, ladies of the classified staff at the college will come to work wearing styles of the 20s, with awards for the best costumes being presented at noon. During the period from 11:00 a.m. to 1:00 p.m. booths, demonstrations and exhibits will be set up in the Student Quad.

International Day will be observed all day Tuesday, May 9, with displays and exhibits centered in the Student Quad. The Cosmetology Dept. will hold open house from 9:00 a.m. to 1:00 p.m. in their building, with students dressing as "flappers" and "gangsters" of the 20s era. Visitors to the open house will be offered free hair cuts. From 11:00 a.m. to 1:00 p.m. there will be a Campus Gathering for Christ in the Student Quad.

On Wednesday, May 10, there will be a Red Cross exhibit and blood drive from 10:00 a.m. to 2:00 p.m. A Fantasy Fair featuring arts, crafts and exhibits, will be held throughout the day in the Student Quad. From 1:00 p.m. to 10:00 p.m. the Dental Assisting Dept. will hold open house in their facilities, featuring equipment and styles of the 20s.

Open house will be held by the Electronics and Business Depts. in their respective quarters from 9:00 a.m. to 3:00 p.m. on Thursday, May 11. Early day radios will be shown, and etched circuit board key chains will be given away as souvenirs at the Electronics open house. An antique car show will be held near the Student Quad from 1:00 a.m. to 1:00 p.m. with a Big Band Jazz Concert scheduled at 11:00 a.m. in the Student Quad.

On Friday, May 12, the Physical Education Dept. will present demonstrations in the pool and at the athletic fields from 11:00 a.m. to 1:00 p.m.

The Young Children's Fun Fair will be held in the Student Union and Quad from noon to 4:00 p.m. on Saturday, May 13, bringing 50th Anniversary Week to a close.

Again, with exception of the Pancake Breakfast, Benefit Variety Show and "Reynard, the Fox", all events are free and the public is cordially invited to participate.

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El día 13 de Mayo se presentará en la Prisión de Soledad con la caravana organizada por el locutor JESUS REYES VALENZUELA



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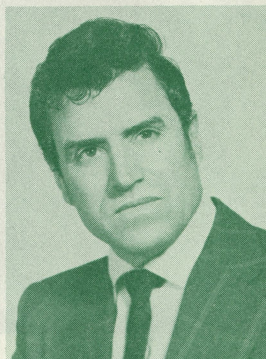
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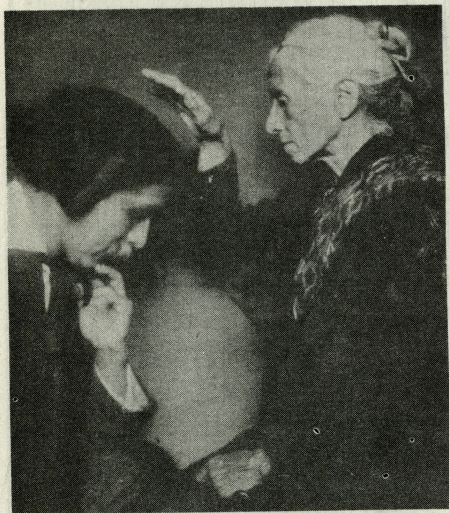
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DANIEL
SALDAÑA



MADRES

Mayo... Viene a nuestra memoria la celebración del día de las madres, en ese día todos los hijos festejan a su madre. En México se celebra el diez de Mayo.—Los que han tenido la desgracia de perderla, recuerdan con veneración a la mujer que les dio el ser, la que guió sus primeros pasos, la que en sus penas supo darles consuelo, la que se alegró cuando su hijo fue feliz y lloró cuando el sufría.

Los que todavía tienen la dicha de tener a su madre, tienen la oportunidad de mostrarle su gratitud por todas las horas, días y años de abnegación y cariño que les ha dado.

Desde los individuos más encumbrados hasta los más humildes, sienten respeto y veneración por su madre.

Recuerdo lo que el General Abelardo L. Rodríguez, Presidente de la República Mexicana, escribió al hacerse cargo de la presidencia, escribió así: "Mi querida mamá: Quiero que se mi primer acto como Presidente de la República, dirigida desde el Palacio Nacional, para ti. No para que te si-

entas orgullosa de tu hijo, sino para que sepas que to hijo esta orgulloso de ti. Abelardo.

Son palabras sencillas de un hijo para su madre, pero cuanto respeto, ternura y cariño hay en esas pocas palabras. Que satisfacción mas grande puede sentir una madre, que la gratitud de el hijo.

La gratitud que demostramos a nuestra madre, nos hace dignos.

Amado Nervo, el sentimental poeta mexicano dijo: "Joven o vieja, fea o bella, frívola o oustera, mala o buena, la mujer sabe siempre el secreto de Dios. Si el Universo tiene un fin claro, evidente, innegable, que esta en el margen de las filosofías, ese fin es la vida, la vida: unica doctora que explica el misterio; y la perpetuación de la vida fue confiada por el Ser de los Seres a la mujer.

La mujer es la sola colaboradora efectiva de Dios.

Su carne no es como nuestra carne. En la mas vil de las mujeres hay algo divino.

Dios mismo ha encendido las estrellas de sus ojos irresistibles.

El destino encarna en su voluntad, y si el amor de Dios se parece a algo en este mundo, es sin duda semejante al amor de las madres."

N. Neumann dijo: ! Si tienes una madre todavia da gracias al Señor que te ama tanto, que no todo mortal cantar podría dicha tan grande, ni placer tan santo."

Al final de su poesia dice:

"Mas si al cielo se fue... en tus amores ya no la haras feliz sobre la tierra, deposita el recuerdo de tus flores sobre la fria loza que la encierra."

Dario L. de Guevara, en su Himno a la Madre dijo:

"Como ofrenda de amor ! Madre mia ! hasta ti nuestros canticos lleguen, y a tus plantas cual flores se rieguen en señal de homenaje en tu dia."

Muchos poetas han inspirado sus versos en el cariño a la madre. La unica forma de corresponder al amor de una madre, es la gratitud de el hijo, la ingratitud es lo que lastima mas a una madre.

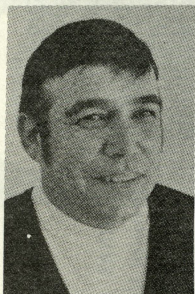
El dia de las madres y todos los dias, debemos demostrar nuestro cariño y gratitud a nuestra madre; los que la hemos perdido debemos recordarla con veneración.

!Madres todas del mundo, benditas sean!

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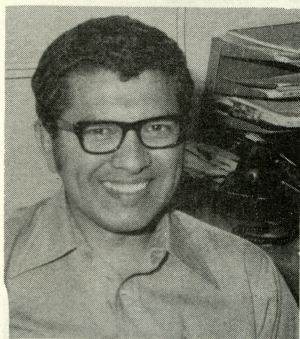
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COUNTY SOCIAL SERVICE CANNOT "LEND" CHILDREN

Every Thanksgiving, Christmas and Easter the County Social Services Department receives calls from people who want to share their homes with children. This year, Mrs. Joan Beyer, foster home recruiter, reports the calls have begun early and have already reached around 20 per week.

The department is receiving many phone calls at the foster care unit asking to take a foster child home for a family-style Christmas or Thanksgiving celebration.

"We appreciate these feelings," said Joan Beyer, foster home recruiter, "and recognize the caller's good intentions. But the county cannot place or 'lend' children for just a day because of legal involvements and the emotional upset the visit many times causes for the child."

She explained the children who are temporarily in the Children's Shelter or Juvenile Hall cannot, because of legal custody and insurance problems, be released to an unrelated family for the day. They do have a holiday meal and will receive presents and most of the children do have visits from their parents.

The most important part of the holiday season for children is to share it with someone they know and care about and with whom they have an on-going relationship, Mrs. Beyer said. Consequently, every effort is made to keep the child with those familiar to him, whether it be his own parents or relatives or his foster family.

When people call to volunteer their homes the foster care unit explains the situation to them and suggests ways in which they can give of themselves.

People who show a desire to help are referred to the Voluntary Action Center, a clearing house for people who want to devote time, money or articles to needy children or families. The Voluntary Action Center number is 244-5252.

Mrs. Beyer also said that although the department cannot fill these particular requests, there is a critical need in Santa Clara County for long-term foster homes for children, particularly for children between the ages of 10 and 18.

Homes for teenagers are almost non-existent and there are about 20 teenagers currently awaiting homes. Children need homes the year 'round, not just for a day. Anyone

interested in becoming a foster parent through the foster home program can call 299-2981.

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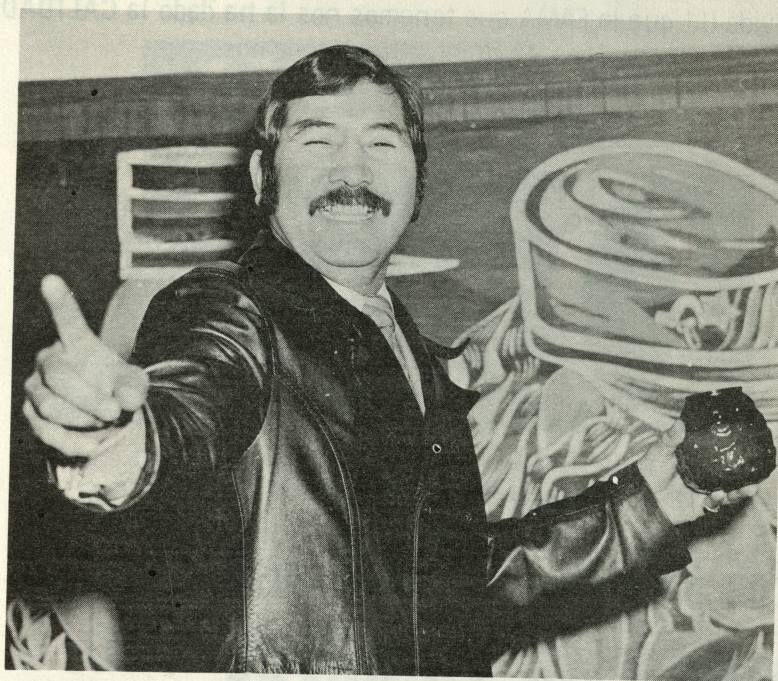


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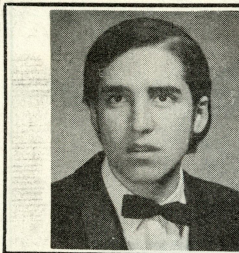
..... QUE VENDEMOS !

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**marc
garcia**

Social Editor

There is a New Majority in America. It is comprised of the kinds of people that George McGovern has consistently spoken for, usually first, often alone; the dispossessed, the disenfranchised, the discriminated against, the anti-war, the newly enfranchised voters.

Senator George McGovern has pledged to strip \$31 billion (\$31,000,000,000.00) from the Department of Defense budget and use that money in a campaign to end by the end of this decade poverty, hunger, urban and environmental decay, and institutional racism.

The money would be spent this way:

—\$1 billion to give \$5,000 educational scholarships to 200,000 poor students.

—\$4 billion for revitalization of our twenty largest cities.

—\$4 billion for rural economic development.

—\$6 billion for new super agencies to end "the public transit crisis and to end pollution once and for all..."

—\$3 billion for construction of new schools and hospitals that would employ 240,000 new people.

—\$5 billion for additional job training and retraining toward the goal of guaranteeing a job to every American.

—\$2 billion for an accelerated food stamp and school lunch program "to reach all the hungry poor."

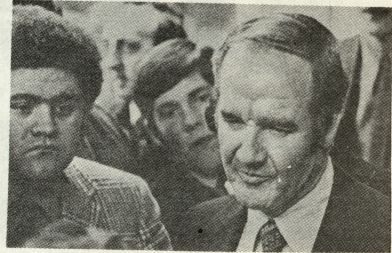
—\$1 billion to upgrade "our effort to reduce crime in hard drug traffic."

—\$5 billion for a unified and equal federal welfare program.

VIETNAM:

"The current dilemma in Vietnam is a clear demonstration of the limitations of military power. Our policy there is a policy of moral debacle and military defeat. The trap we have fallen into there will haunt us in every corner of this revolutionary world if we do not properly appraise its lessons." September 24, 1963.

Today when McGovern talks of the morality of bombing Asians, he speaks with the authority of a man who has bombed Europeans; they are all human; they all die. When he talks about hunger in America he talks as someone who went through Europe at the end of the war and saw children scrambling after rats in the rubble left by bombers. McGovern saw hunger and war and has come to hate them.



EQUAL RIGHTS FOR WOMEN

Senator McGovern pledges that in his administration women will serve in the highest levels of government. He decries the practice of tokenism, and he has outlined specifically some of the steps he would take to ensure meaningful equality for women.

McGovern Pledges Include:

Appointment of a woman to the first opening on the Supreme Court.

Appointment of a woman as full ambassador to the United Nations.

Appointment of women to the McGovern Cabinet.

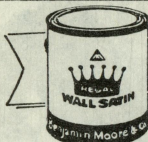
Appointment of women to the National Security Council.

"Discrimination against women is a damaging reality that is morally wrong and socially wasteful. Federal funds should not go to any institution that discriminates against women, not in salary, not in admissions, not in hiring, not in promotion."



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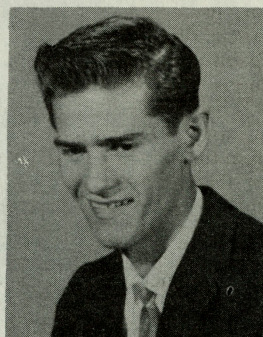
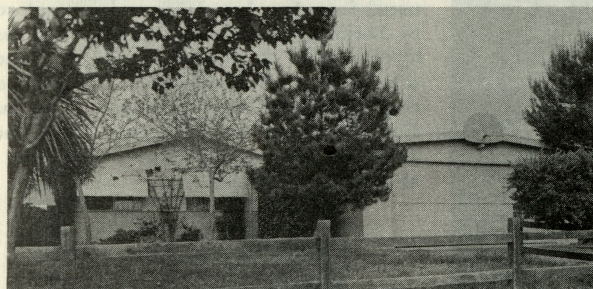
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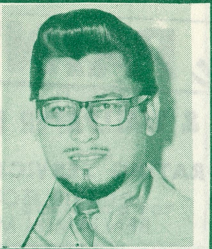
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CRITICA SOCIAL

por
Rudy
Belloumini



"Cuidado porque las paredes oyen y las ventanas ven"... Careful for the walls have ears and the windows observe."



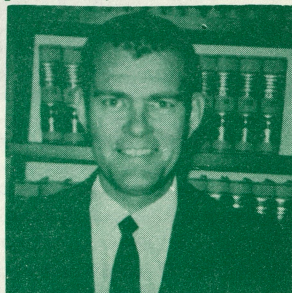
The most popular sport with nuestra RAZA in the Gardner area of Model Cities is Futbol Soccer. In fact, young girls are forming their own teams to compete against each other. In the above foto, top winners are ATLAS Futbol Soccer beating the VENUS Futbol Soccer by 3 goals to 1. Managing the VENUS Team is Señora Josefina Soto, Model Cities Delegate and board member-alternate. If your club or organization would like to form an all girls Futbol Soccer Team, contact Heriberto Gutierrez at Model Cities, 277-4000, Ext. 4561. "La actividad es el único camino que lleva al conocimiento."
—Bernard Shaw.



Miss Carollynn Aguilar willbe a June Bride on June 24th. She is engaged to be married to Bill Deo Bothelio of San Jose.



Wedding will take place at St. Joseph's Catholic Church and el fabuloso Ricardo "Monteblan" Diaz will be taking the wedding pictures. The future Mrs. Carollynn de Bothelio is an alumna of San Jose High School and is employed as receptionist-attendance clerk by Santa Clara Valley Skills Center. Her future esposo, Bill, also graduated from San Jose High and is employed by Lockheed Missile and Space Co. in Sunnyvale. (No doubt they had eyes for each other during school days and ever since then they are blindly-in-love) "El amor es la más fuerte de todas las pasiones, porque ataca al mismo tiempo a la cabeza, al corazón y al cuerpo."—Voltaire.



Attorney Herb Stanek, candidate for Superior Court Judge office No. 2, was honored on a very special occasion el CINCO DE MAYO to help elect him to be JUDGE STANEK de la Corte Superior. The Dance and Fund Raising Fiesta was held at the UAW Hall en Milpitas, Calif. Just to mention a few of the growing list of nuestra RAZA working in the Campaign Committee for JUDGE STANEK are: Ernie Abeytia, Delia Alvarez, Prof. Salvador Alvarez, Lucio Bernabe, Ralph Bernado, Jack Brito, Donna Bueno, Ed Camunez, John Castro, Antonio Del Buono, Jess Delgado, Fran Escalante, Tony Estrema, Emilio Flores, Herman Gal-
(continued next page)

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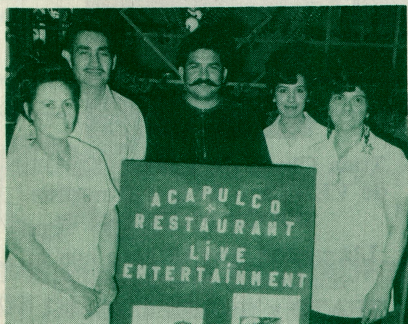
PRESENTATION MASS

On Saturday, May 27, 1972, at 3:45p.m.

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CRITICA SOCIAL (CON'T)

legos, Ernestina Garcia, Tony Garcia, Councilman Al Garza, Atty. Fernando Hernandez, Kay Mendez, Sophia Mendoza, Prof. Manuel Miranda, Atty. Jim Ono, Ramiro Perez, Aurora Rivera, Elizabeth Rodriguez, Frank Rodriguez, Cy Ruiz, Prof. Paul Sanchez, Padre Anthony Soto, of Guadalupe Catholic Church; Fred Villaseñor, Sonia Ramirez W., Jack Ybarra and La Confederación de La Raza Unida y su honorable presidente, George Piñero. Want to know why so many of "los nuestros" are supporting and endorsing Atty. Humberto Stanek for Judge of the Superior Court? "Stanek is fighting hard to unseat Judge Chargin for Superior Court Seat No. 2." If you readers would like to join JUDGE STANEK PARA JUEZ Committee, call Shirley Treviño of Volunteers Sub-Committee, 259-9754. "The committee invites your support in its drive to elect Herbert S. Stanek, Judge of the Superior Court in the June 6th Primary Election."

Atención por favor: Clases en Pro-Vivien- das se estan presentando en las escuelas Lee Mathson School y Sacred Heart Community School los martes ó jueves de cada semana por las noches desde las 7:30 a 9:30 p.m. Si usted desea participar en este programa y recibir un diploma que quisas le pueda ayudar en conseguir un buen trabajo en el futuro ó usarlo como una prueba de que usted tiene el deseo de meorjar las condiciones en donde usted vive como rentero ó dueño de su propia casa, llame a su servidor, Rudy Belluomini, telefonó 277-4000, extensión 4508 para registrarlo como estudiante. Los topicos se trataran sobre; Finacimien- to de casas, Integración de casas de vecin- dad, Compostura de la yarda y el jardin en el frente de la casa, Presupuesto familiar y como invertir el dinero, Mantenimiento de casas, Compra y reparación de aparatos elec- tricos y muebles para el hogar, Decoracion del hogar, Tener Propiedad ó Rentar y Selec- cion de casa ó de apartamento. "Les con- biene saber como vivir mejor y evitar gastar su dinero como un 'bobo'."

MINI NOTAS: Señor Jorge Godinez, gracias por mencionar mi nombre en su columna... Raza, the television industry is trying to gain your confidence to buy from their sponsors and the sponsor wants to know which television station you are more interested in spending your valuable time watching the "idiot box" when you should be doing something worthwhile... in the next issue the question will be... which tel-

evision station you think is really "por la RAZA MEJICANA"?... I'm sure Channel 20 "desperately" wants to know and so does Ch. 14, 36, 2, 11 and 4... believe it or not, these stations are worried about losing you as a Mexican Consumer and your dedication as a sponsor to one of these television stations... I say, let's support the one that does the most por los nuestros and let them know it in the next issue... Mr. David Ybarra: since no reader cared to comment on the issues regarding rich Jews, Mexican Attor- neys vs. Chargin or the Police Athletic League, I have decided to forget it unless of course you would like to purse it.

For Your

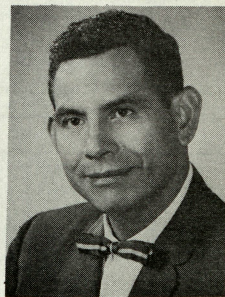
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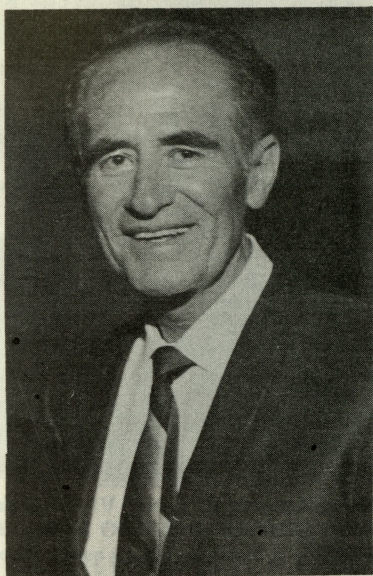


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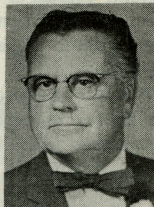
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en San Francisco se coloca a la vanguardia de la Radiodifusion Hispana al obtener la ascertada direccion del distinguido y hábil Locutor ENRIQUE FLORES.

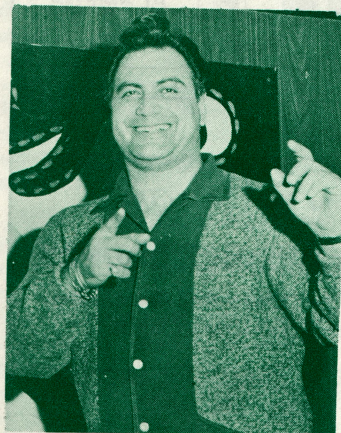
Ampliamente conocido en nuestra Comunidad y ante el publico Radio escucha del Norte de California, ENRIQUE FLORES ha desarrollado una lbor radial digna de encomio.

Nacido en Veracruz, Mexico, su experiencia abarca el periodismo y produccion de Programas Musicales, Teatro y todo trabajo en el campo de la produccion escrita, se trate de cuentos, poesías, programas com-

El Sr. Kenneth R. Carey, Vice Presidente y Gerente General de RADIO KBRG, da la Bienvenida a Enrique Flores como Director de Programaciones en Español.

erciales o noticias. Su conocimiento del Ingles y Español le permite dominar con facilidad programas bilingues. Su integridad y cualidades intelectuales le han hecho ganador de numerosos amigos y patrocinadores que gustan de sus programas y se convierten en los mas potenciales anunciadores.

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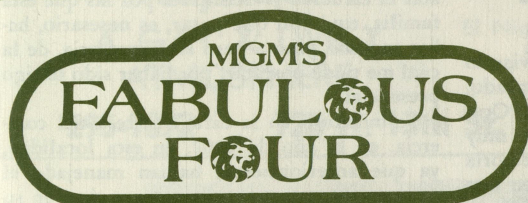
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Ryan's Daughter

GP



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De Mayo

Para Informacion de Peliculas Llame al 292 - 6778

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Por
**MARIA
ANTONIETA
HERNANDEZ**

DIES AÑOS EN LA PALESTRA

Por medio de esta columna, estoy enviando un cordial y atento, como respetuoso saludo, a la familia OZUNA-CONTRERAS. Ocasión que aprovecho, para felicitarlos muy especialmente, por su brillante trayectoria como comerciantes y como personas, en esta comunidad.

Nacer, crecer y morir... tal es la ley biológica. Nacer, crecer y perdurar a través del tiempo, es propio de las grandes realizaciones, hechas por seres, que en un momento dado, se entregaron en cuerpo y alma a una conquista.

OZUNA PRODUCTS, PEPE'S SUPER MARKET y muy pronto OZUNA BROS.

FURNITURE, son el producto de un esfuerzo tenaz y continuado. Don Severo Ozuna, en compañía de su Sra. esposa Doña Beatriz C. de Ozuna y sus 9 hijos, Jose Guadalupe, Gerardo, Severo Jr., Raymundo, Javier, Yolanda, Hector, Humberto y la pequeña Blanca Estela, salieron de su nativa Agujita, Coahuila, región carbonera del norte de Mexico, en el año de 1956. Habiendo escogido esta Bella ciudad de San Jose, para radicar y hacer realidad sus ilusiones.

Para estar en condiciones, de poder aquilatar el esfuerzo y vicisitudes por las que esta familia, tuvieron que pasar, es necesario, haber seguido paso a paso su trayectoria, de la cual me pude percatar, por haber sido testigo presencial.

Se iniciaron en la oificil carrera del comercio, en la año de 1962, en esta localidad, ya que anteriormente, habian manejado el negocio de zapateria, abarrotes y cine, en su estado natal.

Ante el marcado interes, que los Jovenes

(continua en la siguiente plana)

En la grafica: Iz. a der: Hector, Sra. Beatriz Blanca Estela, Sr. Severo Ozuna, Humberto 2da fila: Pepe, Mundo, Javier, Yolanda Lalo y Vito Ozuna.



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Robert J. Stroughter, an Eastside community leader, has his eyes tested by Celia Gallegos. She is a member of the staff of a new

Multiphasic Clinic operated by the County Health Department at 1755 Alum Rock Avenue.



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Ozuna, pusieron desde un principio en los negocios de su padre, los resultados tenían que ser forzosamente positivos. Ya que el éxito logrado, se debe a la mutua comprensión existente entre padre e hijos, a que el ritmo de trabajo a que se han sometido, a sido agotador y a que las relaciones que prevalecen entre empresa y trabajadores, son inmejorables. Y es debido a todo esto, que han podido ampliar su radio de acción.

Dura tara del guía, que supo conducirlos, hacia la edad adulta y hacia la prosperidad.

Atentamente... Maria Antonieta Hernandez.



"EL GOLOSO"

por Olivia R. Delgado

EL GOLOSO (queriendo decir una persona que le gusta la golosina) sera presentado especialmente para la gente de habla hispana sobre informacion del DIABETES. Voy a discutir los sintomas, dieta, recetas, tratamiento, y problemas del DIABETES.

Al mismo tiempo quiero anunciar la conferencia que va tomar lugar en el hospital Alexian Brothers localizado en 225 al norte de la calle Jackson a las 8:00 p.m. el 15 de Junio, 1972.

Este sera el tercer ano que la Sociedad de DIABETES del Valle de Santa Clara presenta este programa. Necesitamos su cooperacion, y invitamos a toda la gente que estan interesadas sobre este tema que vengan. Se les promete ser un programa muy informativo y interesante. Es GRATIS. Habra refrescos. Vengan Todos. Por mas informacion llame 292-3141 ext. 4233 y pregunte por Olivia, su servidora.

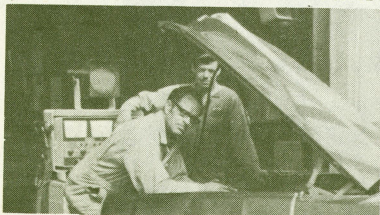
Los dejo con elpensamiento "LO QUE NO SABEN, LES PUEDE HACER DANO."

Hasta luego, su amiga

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dose sus restos en el Cementerio
EL CALVARIO de esta ciudad.

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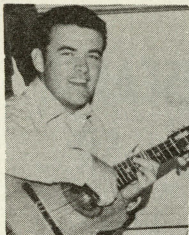
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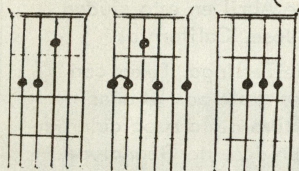


CANCIONES MEXICANAS

★

PABLO CURIEL

Ac y E "E" major (MS major)



Chord
#1

Chord
#2

Chord
#3

MANANITAS TAPATIAS

Las Mananitas at about six in the morning usually turns out to be quite an unforgettable event that will be cherished for a long time by the person who is being sung to. If you take the Mananitas to a friend or relative have someone prepare hot chocolate and Mexican bread or menudo and a little tequila with lemon for the singers. What a way to bring the family and friends together.

Guitar players may follow the song in the key of "E" major as per the above diagram.

(1) Que linda esta la manana en que vengo a salu(2)arte, venimos todos con gusto y placer a felici(1)arte.

(1) Ya viene amaneciendo ya la luz del dia nos (3) dio, levantese amiga mia mire (2) que ya amane(1)cio.

(1) El dia que tu naciste nacieron todas las (2) flores, y en la pila del bautismo cantaron los ruiseno(1)res. Ya viene amaneciendo ... etc.

(1) Ya no podemos cantar, ya nos duele la gar(2)ganta, porque aqui no saben dar desa aguita que ata(1)ranta. Ya viene amaneciendo ... etc.

For more information about this song or this article you may call me at 227-8267.

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ROBERT MITCHUM HOLLYWOOD'S FIRST HIPPIE

Robert Mitchum was a hippie 25 years before the word was invented. In his own inimitable way, he still is.

Mitchum himself denies the letter of that judgment, while confirming its substances: "Hippies call themselves freaks, but movie stars are the biggest freaks of all. Hell, your eyeball is ten feet high on that screen. The people out front really think you amount to something. That's pretty freaky.

"Yeah, I'm a movie star. My fascinating life history is so many golden horse droppings. To compensate for the indignity of being a freak, they put flowers in your dressing room on the first day of shooting. I've played everything but women and dogs. If it fits between pie crusts, I do it."

The Mitchum rhetoric is an almost impenetrable defensive wall against all potential invaders of his private self. He uses language outrageously, even in casual conversation, mixing obscenity, vivid metaphor, and obscure phrases meaningful only to himself in almost equal measure. Nothing is sacred to his withering wit.

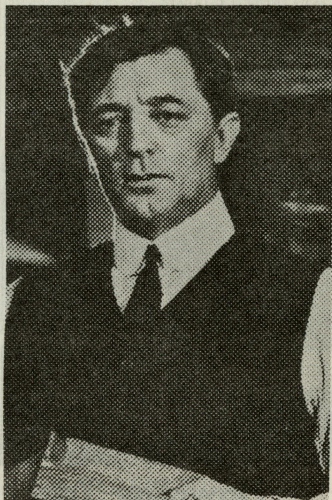
"There's a great show on television. It keeps coming back every season, so the ratings must be good. They call it the Vietnam war. When television realizes it is possible to devote as much time to art as to war, I may watch it. Meantime, it is where it rightfully belongs—in the hands of children."

Mitchum's tough talk softens somewhat when he is questioned about his latest film, "Ryan's Daughter," directed by David Lean.

of "Lawrence of Arabia" and "Doctor Zhivago" fame. In it he plays what is for him a most unusual role: a shy, good-natured schoolteacher. It may be the best thing he has ever done in films.

"David Lean sent me a copy of the script, by Robert Bolt, nearly two years ago. I read it and found it literate, lyrical, something to dwell on. Then Bolt called and asked me whether I would play the part. I said 'I would love to, but I am planning to commit suicide.' And Bolt said 'If you would care to simply postpone your plan until after the film is completed, David and I would be happy to bear the expense of your funeral. So I went to Ireland.'"

"Ryan's Daughter" is an original love story by Bolt and only his fourth screenplay. Like Lean, he has won two Academy Awards. The



As a mild, but seemingly worldly schoolmaster, Robert Mitchum stars as the man "Ryan's Daughter" marries in the new David Lean story of love from MGM.

MGM film stars Mitchum, Trevor Howard, Christopher Jones, John Mills, Leo McKern, and Sarah Miles in the title role.

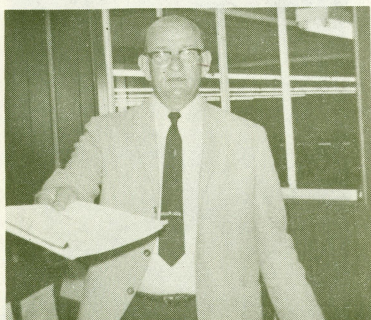
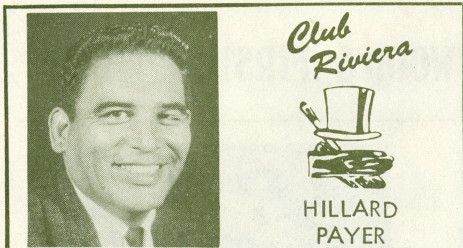
"Working with David Lean," says Mitchum, "is like building a Rolls Royce with your bare hands. He is so meticulous, he made me feel like an amateur. Nothing escapes him. Of course his method of making films isn't exactly the quickest way. We were in some place called Dingle for a year. But his films are indeed the Rolls Royces of the screen, so I guess it's worth it in the end."

Asked about his performance, Mitchum is typically evasive. "Am I good in the film? That's like asking an old whore if she enjoyed it. Who can tell?"

Apparently David Lean himself can. "Bob is absolutely marvelous in 'Ryan's Daughter.' I've wanted to use him in a film ever since I saw him in Laughton's 'The Night of the Hunter.' Bob's a bloody good actor whose talent has seldom been fully utilized."

Like the man from Missouri, movie audiences will wait to be shown. But if Mitchum is as good as they say, he may have to reconsider his recently announced (for the fifth, or is it the sixth, time?) retirement from the screen.

"Oh, no," he protests. "I like going to seed. It's the only way."



Hawaiian Trip

We had a sales contest in the stores of Bonanza Home Center in this area. Manager of store that won, Abe Smith and wife, winners, are spending a week in Hawaii. And we all hope he and his wife are having a wonderful time. I took this picture before he left his office. As you can see, I went to his office to take this picture and he is handing me some paper work. There's never a dull moment with Mr. Smith. No offense Abe, I just wanted a gicle. Congratulations.



LAS VEGAS TRIP

Also on the same contest the San Jose store employers were gathered at the Hyatt House for breakfast at our manager's expense. A drawing was held to name an employee who would take a trip for two to Las Vegas for three days. The winner was Mrs. Alberta Maples, our

secretary and switchboard operator. This is her picture which I took. We all wish you and your husband a lot of luck in Las Vegas and you both have a wonderful time and win some money.

FOOD DISTRIBUTION

This is for the people who call us for food, and if the shoe fits wear it! In my last few columns I would distribute food orders according to the information that I get.

1. No welfare families only exception and that I myself or my wife see.
2. No income of any kind that comes in to the families.
3. There will be an address or phone number that they can be reached.

Now I don't believe that these are personal questions. My wife had a few calls and when people call and don't tell her or me what organization they belong to, I don't believe they're being honest. Or give some fake name. We had this job for a few years and we know a few clubs and organizations here in San Jose who does what and who gives. So don't think that my wife and I are a couple of dummies. Next time you call, you get your facts straight, and don't "assume." I'll give you a definition of assume! You cross out the "u" in assume. It reads you made an "ass" out of "me". And I don't go for that. I'm not hard like a rock and neither is my wife. If we had the funds believe me we would like to help everyone. We can just do so much on so little.

SPORTS

Al Rodriquez has the ball club already and in good shape for the softball league. They have one more week of practice and then the season opens May 7, 1972. So we wish you Al and the ball club a lot of luck and will you guys on Sundays. *Hillard Payer.*

**Obtenga su Revista
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ACTOR'S SUICIDE

MEXICO CITY—Spanish actor Jorge Mistral, who played opposite such actresses as Sophia Loren, Simone Signoret and Gina Lollobrigida, shot himself to death yesterday, authorities reported. He was 49.

A college said he had not seemed depressed, but that he was a temperamental man who lived under great psychological pressures. He took his life while in his study at home, reading a television script, police said.

— MAY 5 —

On Friday, May 5, 1972, the students and staff of the Opportunities Industrialization Center will present a program commemorating the historical event of the "Battle of Puebla" in 1862. Cinco de Mayo, as it is known in Spanish, was the day that Mexican troops under the leadership of Benito Juarez, defeated and ousted Maxillian and the French troops from Mexico. This victory marked the beginning in Mexican independence and its impact has been felt throughout history.

The program will not only cover this event, it will also focus on the Mexican Cultural heritage. Highlights of the program will be performances by "Grupo Alegria," a dance group from Lee Mathson School and a presentation of Pre-Hispanic Indian dances by "Los Matachines." OIC trainees, who are presenting the program, want to extend a special invitation to the community and community organizations. The program will start at 12:30 p.m., and information regarding will be furnished upon request through OIC, 425 South Market Street, San Jose, 287-7924, extension 15.

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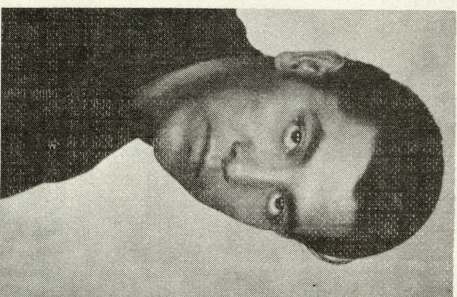
Raylph Reyes

Margarita y Jorge

“Lo que Dios ha unido

no lo separe el hombre”

(Marcos 10:9)



Handwritten initials: JMR

Jesus Resendez

Ventura Ruiz

Luisa Resendez

Socorro Ruiz

Participan a Ud. el enlace

de sus hijos

Margarita y Jorge

Y tienen el honor de invitar a Ud. y a su familia
a una Conferencia Biblica sobre el Matrimonio, en
el Salon del Reino de Los Testigos de Jehova,
en el 4411 Hyland Avenue, el Sabado 27 de Mayo
a las 3:00 de la tarde.

San Jose, California 1972

Testigos

Reymundo y Katy Resendez

Paul y Julia Lopez

Juan Gonzalez y Jesusita Resendez

David Gonzalez y Maggie Vela



MARGARITA

Nacio en el Paso, Texas

9 años de residencia en esta

Atendio a la escuela Overfelt High

JORGE

Nacio en Durango, Mexico

Atendio a la escuela Piedmont High

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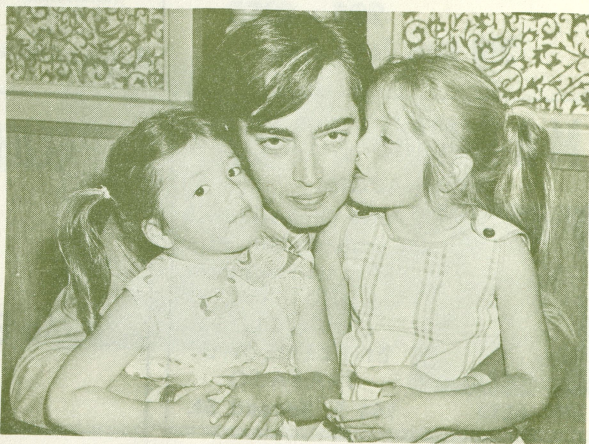


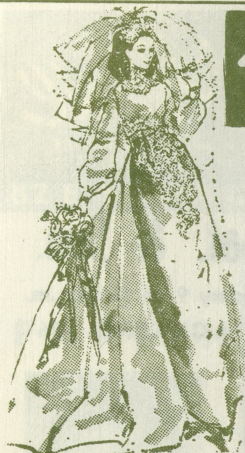
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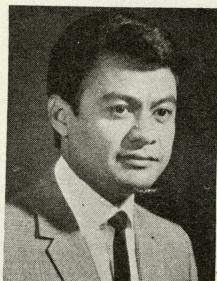
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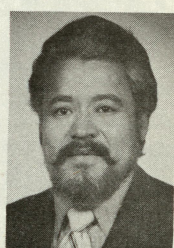
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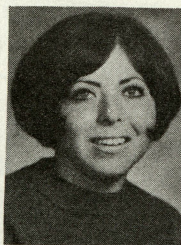
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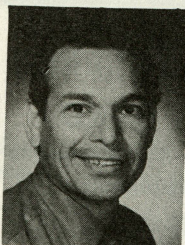
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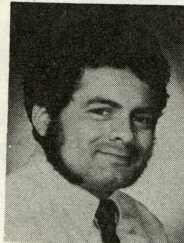
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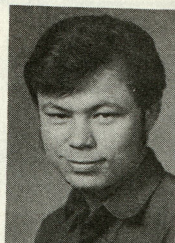
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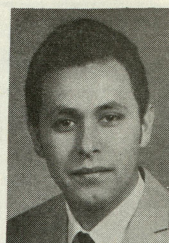
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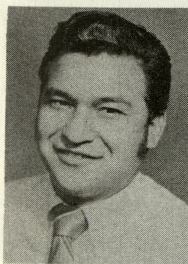
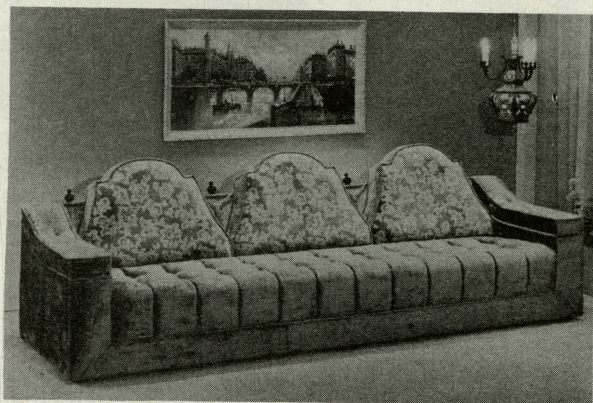
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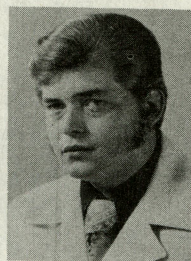
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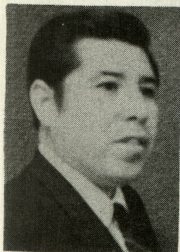


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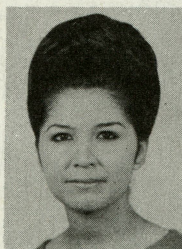
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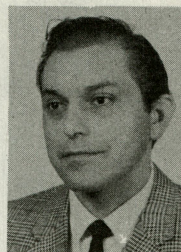
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