

El Excentrico

27th Year, No. 13/October 20, 1976



**CESAR CHAVEZ THANKS DAVID RUNYON,
CANDIDATE FOR SAN JOSE CITY COUNCIL
for David's support of Proposition 14**

"We Need David Runyon on City Council"

Paid Political Advertisement

*Sr. Eleuterio y Sra. Carmen Dominguez
tienen el honor de invitar a Ud. y a su
apreciable familia al
XV Aniversario
de su hija*

Rosa Maria Dominguez

*Chambelan
George Guerrero*

*y se complacen en invitarle a la
MISA de ACCION de GRACIAS
Que se verificará el Sábado 13 de Noviembre
de 1976, a las 2:30 de la tarde
el la Iglesia del Sagrado Corazón
974 Palm St.
San José, California*



*Christina
Dominguez
de vesturio*

Padrinos

*Benny
Tapia
de música*

*Pajecito
Renee Fuentes
de cojin*

"The future holds great potential for San Jose, but it is only through hard work, intense dedication and realistic appraisal that we will achieve that potential. No one is going to hand it to us. There are no easy answers or easy roads.

"As a private citizen, it has long been evident to me that government does not lead the people, the people lead the government, which is as it should be. The problem is that the government always lags so far behind.

"It would be my hope, through the streamlining of City services, election of City Council by district, and continuing expansion of better communications through open government, to cut through the red tape and make government more efficient, flexible and responsive to the needs and wishes of San Jose's residents. In other words, to cut the lag.

"I feel my personal philosophy, business background and community service experience, plus my concern for our city and my willingness to work qualifies me to serve on your City Council."

David Runyon

DAVID
Runyon
CITY COUNCIL

GUARANTEE FARM WORKERS THE RIGHT TO VOTE

YES ON 14

Why we need Proposition 14. For eleven heartbreaking years farm workers in California have been struggling for the right to a decent life for themselves and their children. And the right to vote in secret elections for a union of their choice.

Last year, at last, a law was passed and a Farm Labor Board created to see that the elections were honest. Farm workers rushed to vote. But the big corporate growers didn't like the results of the elections so they put pressure on a small group of state legislators and cut off funds for the Board.

The result: no more elections. No more law and justice in the fields. An invitation to the growers to go back to child labor, spraying pesticides on workers, beating up farm worker organizers.

That's why PROPOSITION 14 is so important. The people themselves can now guarantee the right of farm workers to vote in secret elections . . . a right that can't be taken away by lobbying pressures by corporate growers.



*El Fotografo
de las
ESTRELLAS*
Richard Diaz
292-3294



At the Radio Disc Jockey dance in San Francisco at the Shareton Palace. Mr. Jiame Villa, reporter for the "La Opinion" Newspaper from Los Angeles, Calif. and Miss "Rosenda Vargas" dancer, were having a wonderful time. Pictures don't lie; note the big smile!



Joe Duran, Armando Yanez, and Josie Dominguez give Harry Evans the "go-ahead" to take the "plunge" into

Imperial Valley Club's Halloween Dance preparations.

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El Excentrico

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1948-1974

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San Jose City Councilmember

Seat 4

STATE PROPOSITIONS

Proposition 1 ... Yes

Proposition 2 ... Yes

Proposition 3 ... Yes

Proposition 4... Yes
 Proposition 5... No
 Proposition 6... Yes
 Proposition 7... Yes
 Proposition 8 Neutral
 Proposition 9... No
 Proposition 10.. Yes
 Proposition 11.. Yes
 Proposition 12.. Yes
 Proposition 13.. No

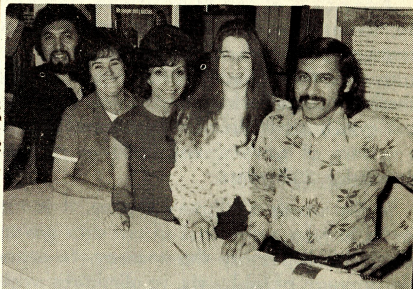
*animals should not
be exploited.*

Proposition 14.. Yes
 Proposition 15.. Yes

City of San Jose
 Charter Amendment
 Proposition M... Yes

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Jimmy Carter

America is at the brink of new opportunity. Even after the sobering events of recent years we have reason for inspiration and hope. For throughout our history, our nation has been sustained by two factors: the inherent greatness of the American people, and a system of government that has now endured for 200 years.

In the words of Jimmy Carter, it is time for us to take a new look at our own government, to strip away the secrecy, to expose the pressure of lobbyists, to eliminate waste, to release our civil servants from bureaucratic chaos, to provide tough management. As President, he can accomplish those goals. He proved himself equal to the task as Governor of Georgia, when he pushed through a hard-nosed reorganization of the state's bureaucracy. He vastly increased state services to the poor, deprived and afflicted. He relentlessly fought special interests, and launched reforms in areas of mental health, education, racial discrimination, criminal justice, consumerism and environmental protection.

Jimmy Carter saw that people had access to government that once isolated them. He gave order and management to a system once tangled in red tape and confusion. He led with strength against opposition to progress. He proved that government can serve effectively when managed effectively. We've never needed a president with his competence and experience more than we need it now.

WALTER MONDALE

During his 12 years as U.S. Senator from Minnesota, Walter Mondale has worked for equality and justice for all Americans. His concern for the education of children, the plight of the elderly, the health and well-being of working people has been coupled with a practical approach to government spending. He serves on both the Senate Finance Committee and the Senate Budget Committee, of which he is chairman of the Tax Expenditures Task Force. He is a member of the Labor and Public Welfare Committee, and chairman of the Subcommittee on Children and Youth. In addition, Senator Mondale serves on special or select committees on Aging, Nutrition and Human Needs, and Small Business. He was a member of the

Intelligence Activities Committee and was chairman of its Domestic Task Force. As Vice President, he will work closely with the President, Cabinet and Congress for welfare reform, tax reform and alleviating the agricultural problems facing our nation.

Jimmy Carter and the Democratic Administration are pledged to bring about the changes we desperately need:

Reorganization:

To reorganize completely the executive branch of government, making it fair, efficient, effective and responsive to our people's needs.

The Economy:

To get the economy moving again by providing a job for every American who wants to work and by bringing inflation under control.

Education:

To increase the federal share of the total cost of education. To assure that the average American family can afford to send their children to college.

Energy:

To establish a coherent energy policy, and to increase emphasis on coal production and increased research on renewable sources of energy such as solar, wind and geothermal. To lead in directing a voluntary conservation program.

Welfare Reform:

To establish a streamlined, simplified welfare system with strong work incentives that promote family stability. To take those able to work out of the system and provide them with job training and a job. To give those who cannot work because of age or disability nationwide, fairly uniform benefits varying only according to the cost of living from area to area.

Tax Reform:

To move toward a truly progressive and simplified tax system, with reduced tax rates for the average American.

Environment:

To maintain strong environmental protection laws. To protect against relaxation of our current standards for air quality, water

quality or automobile emissions. To preserve the natural heritage of America, and to turn over to future generations a country that is environmentally sound.

The Elderly:

To recognize that the elderly constitute one of our most precious resources. To insure adequate income upon retirement; to increase housing for the elderly. To relax mandatory retirement laws. To work for subsidies for reduced fare on public transportation for the elderly.

Health Care:

To establish a comprehensive national health program which will make adequate health care a right for all people, be uniform in scope, and preserve the private relationship between doctor and patient.

Agriculture:

To develop an agriculture policy which insures farmers a predictable and fair return for their labor, yet is fair to the American consumer. To avoid the Republican policy of embargoes on farm products, and aggressively develop our export markets abroad.

Defense:

To guarantee the security of our nation—a guarantee of freedom from the threat of successful attack or blackmail and the ability with our allies to maintain peace.

Foreign Policy:

To stop treating our allies as if they were our adversaries. To make it clear that detente is a two-way street. To promote human rights abroad and to deal affirmatively with the social and economic problems of the developing world. To make our total commitment to the security of Israel as a Jewish state absolutely clear.

We can no longer drift along with a complicated, confused, overlapping and wasteful federal bureaucracy.

As President, Jimmy Carter will establish efficient, economical, purposeful and manageable methods of operation. He will see that business, labor, agriculture, education, science and government do not struggle in isolation from one another, but strive toward mutual goals and shared opportunities. With aggressive new Democratic leadership, we can bring order out of chaos.

We stand at a turning point. At the dawn of our nation's third century, this year's election could very well be the most important in our history. It can determine whether the

United States will go forward to right its wrongs, establish justice, and once again have a government of, by, and for the people. It all depends on you. You can help to restore Democratic leadership and sensitive direction to this country.

— El Excéntrico



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sobre

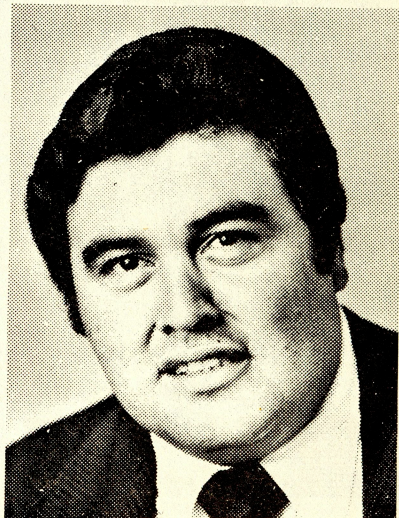
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Joe Puentes, Executive Vice-president of PUENTES BROS., INC.



by GERALD CURTIS

Twenty-six years ago the six Puentes brothers opened a grocery store in San Jose and made 95 cents on the first day. This money had to be split six ways among the six brothers. Today, Puentes Bros., Inc. has replaced the grocery store line and become a food product manufacturer and importer with annual sales of over three million dollars.

In an interview with *EL EXCENTRICO*, Joe Puentes, 51, executive vice-president of Puentes Bros., Inc., called himself an "average working stiff" and emphatically emphasized that the company's success is due to the collective effort of his late father, brothers and staff.

The original business started in 1947 at 904 Almaden Avenue in San Jose by two brothers, Frank and Antonio (Tony) Puentes. They opened a combination grocery and tortilla bakery store and named it after themselves, The Puentes Bros. That was two years after the close of World War II, in an era credited with the rapid growth of San Jose. It is this sudden change in growth that brought new industry and many hungry people to San Jose. Joe credits this with his company's growth.

San Jose was formerly a small agricultural town of 47 square miles with a population of 80,000 in the city and 164,000 in the metropolitan area. Today, San Jose is an urban, industrial, and technology orientated city of 144 square miles with a city population of 547,500 and a metropolitan population of over 1,160,000.

There might not have been a company if the brother's father hadn't "suggested" that all six brothers hand together into one business.

"My father was from the old school," said Joe Puentes, "He ruled not with an iron fist, but with an iron whip."

"He suggested that we each put in—oh—\$50 and start a business together," said Joe. "We did it because of him. I joined the group in 1950 when we all got together and formed a corporation." Puente Brothers, Inc. had two San Jose locations, 808 N. 10th street, and 3808 Alum Rock Avenue. Later they moved to 808 N. 10th where they are presently located.

Joe recalled back to the beginning, "Frank, now 54, was appointed president of the corporation and is very active in production and 'getting people ta do things.' He also is in charge of personnel."

Tony, the brother who died in 1974 at age 60, had little formal education but was mechanically inclined and self-taught. "Tony would look at machines and apply it to our line of business," said Joe. "Many of the machines here were made by himself," Tony was a former vice-president of the corporation.

"Martin, 64, and Manuel, 60, are terrific salesmen.

"Eddie is great in two areas. He's our head buyer and he's also a good administrator.

"And then me, I'm nothing," said Joe.

Actually, Joe Puentes is in charge of management and has been promoted within the corporation from the title of secretary to executive vice-president.

Recently, the company decided to market imported Mexican food items and package it under the Puentes Bros., Inc. label. The decision has proven successful.

"We plan to double our present operation and expand the 808 10th St. location to one full square block within a few years.

What's his secret to success?

"I'll tell you a story," said Joe. A real estate friend of mine once told me there are three things that are important in starting a business. The first is location. The second is location. And the third is location.

"There are many opportunities. All you have to do is have a nice, clean, decent service or product. If you're diligent and work hard, you'll make it. If not, you will watch it slip away from you."

How long should one work?

"Whatever time it takes," said Joe. "Notice I don't wear a watch. But I have clocks all around the place. I give the business whatever time it takes. It could be 10 minutes or 23 hours. Eventually, there will come a time when you can rest."

How long does it take to build a business to this "resting point?"

"For some people, it would be three days. It took me 15 years. I'm still working at it."

Joe was born in 1924 in Santa Paula, a Southern California town near Los Angeles. As a young boy he remembers his family as poor but unified by the strong force of their father, who was uneducated but did the best he could to provide a living for his family.



Joe Puentes standing next to photograph of his late father.

The family travelled up and down the state following the crop harvests.

"We were like food tramps," said Joe.

Joe's education was interrupted during his second year of high school when he was drafted into the Army. He was tossed into the madness of World War II.

During the war employment was up for everybody and San Jose grew with new technology and industry. San Jose's 44 canneries and 30 fruit plants saw Food Machinery Corporation's production suddenly switch from food machinery to war machinery. Lockheed grew, as well as other defense related industries. San Joseans soon were in the nation's top ten city wage earner group.

Near the close of the decade, Joe was twenty-years-old and returned from the war to Santa Paula. He felt badly about not finishing high school and soon completed a high school equivalency test in Los Angeles.

His next step was to find a job. He had been a head store clerk in the service and decided to open a small grocery store on a borrowed \$1,000. A few years later he joined his brothers in the San Jose business and closed the Santa Paula store. He's been here ever since. Looking back on it all, he certainly made the right move. ■



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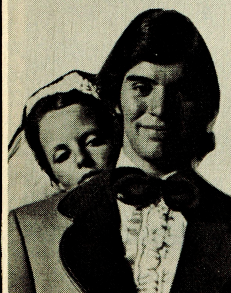
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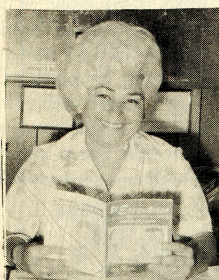


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Por
Daniel Saldana

INGRATITUD

En las próximas elecciones hay que votar en relación con la proposición 14. Esta proposición se pone a votación para saber si la población está conforme en que los trabajadores agrícolas se organicen como todos los demás trabajadores están organizados, en uniones o en sindicatos.

El trabajador del campo es el único que no ha podido disfrutar de los beneficios que gozan los demás trabajadores, por que no cuentan con la fuerza ni el respaldo a sus derechos que se pueden conseguir con la unión o el sindicato.

Es lamentable y de una gran ingratitud, que el trabajador del campo, quien a fuerza de rudos y agotadores trabajos, le arranca a la tierra nuestro sustento, sea el que menos beneficios haya alcanzado por su labor.

Si los trabajadores del campo llegaran a dejar de producir, viviríamos como en la edad de las cavernas, desaparecerían muchas especies de animales en la tierra y regresaría miles de años atras.

Todas las personas que disfrutan de sus alimentos o amortiguan sus dolares con las medicinas, con los productos que los trabajadores agrícolas hacen que la tierra produzca, tienen la obligación de votar SI en la proposición 14, para que los trabajadores del campo puedan estar considerados y protegidos por las leyes y puedan obtener los beneficios que tienen todos los trabajadores.

Emiliano Zapata, el apostol del agrarismo en México, logró algunas conquistas con las armas en la mano. Cesar Chavez es el apostol del agrarismo en la Unión Americana y está logrando sus conquistas con las leyes en la mano.

VOTE USTED SI EN LA PROPOSICION 14. Los trabajadores del campo le proporcionan los alimentos de su mesa y medicamentos que le curan o le calman sus dolares.

VOTE SI EN LA PROPOSICION 14

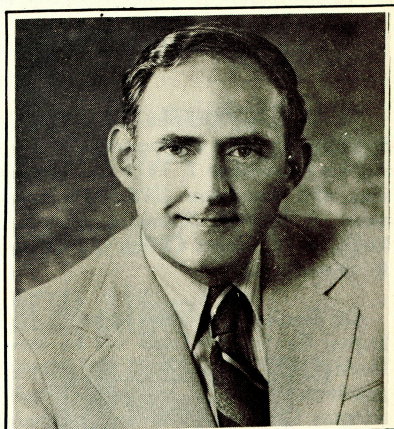
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Los Votantes Que Hablan Espanol Llamar Tel. 298-3263

Comensando el 20 de Octubre del 1976, personas ha hable Español que tengan preguntas tocante a la elección general de Noviembre 2, 1976, pueden llamar Ayúdame (298-3263) para asistencia. Una persona de habla Español en esta oficina del Director del Registro de Electores le ayudará.

El 2 de Noviembre, 1976, el día de elecciones se encontrarán funcionarios de elecciones bilingües sirviendo en las juntas de elecciones en muchos de los distritos electorales. Ahora, cualquier votante que necesite asistencia en Español y no encuentre un miembro de la junta que pueda proveer este servicio debe marcar Ayúdame (298-3263). Un oficial que hable Español le rendirá ayuda por telefono, o se despachará un funcionario bilingüe para ayudarle en el lugar de votar, si es necesario.



Bi-lingual Voter Assistance Available 298-3263

Commencing October 20, 1976, Spanish Speaking persons having questions regarding the November 2, 1976 General Election may dial Ayúdame (298-3263) for assistance. A Spanish Speaking person in the Registrar of Voters Office will be available to provide help.

On Election Day, November 2, 1976, Bi-lingual Election Officials will be serving on Election Boards in many of our county voting precincts. However, any voters requiring assistance in Spanish who finds no member of the Election Board able to provide this help should dial Ayúdame (298-3263). A Spanish Speaking Election Official will provide help over the telephone, or will promptly dispatch a Bilingual Official to provide assistance at the polling place, if required.



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State Senator Alfred E. Alquist has served the people of Santa Clara County with leadership and a POSITIVE voice in Sacramento.

Senator Alquist is the author of major legislation in the area of Welfare and Tax Reform, Education Opportunity Programs, Election Reform, and Consumer Protection.

Senator Alquist's record is one of solid accomplishments and courage to stand up and be counted. He deserves our continued support.

¡ VOTA NOVIEMBRE 2!

SENATOR Alfred E.

ALQUIST

Robert Vatuone
Gen. Campaign Chairman

ALQUIST CAMPAIGN COMMITTEE
Suite 600, 777 N. First St.
San Jose, CA 95112

Harlin Perryman
Treasurer

The San Jose Flea Market

by THERESE BEAVER

As you wait in line to park your car, you might get the feeling you're at a 49ers football game, but a closer look will tell you that all those people are heading for the gates of The San Jose Flea Market.

About 1800 sellers and 70,000 customers have visited the flea market each weekend this year, compared to the 20 sellers and 300 customers who were there when it opened in March of 1960.

In fact, estimates state 2,250,000 people entered those Flea Market gates in 1975. And more shoppers has meant more expansion.

Now police officers direct traffic into the 40 acre-lot and parking attendants patrol the lot, which was once only 15 acres.

Originally there was one building holding the office, rest room and snack bar, today's 35-acre market has 22 snack bars, 20 refreshments carts, 350 part-time employees and 50 full-time personnel for maintenance, clean up and office staff.

From the parking lot to the selling area, these employees keep everything running smoothly.

As you tour the market, searching for bargains, you'll find weekend sellers with wares unloaded in front of their cars and trucks, permanent booths of small and large businesses and semi-temporary displays by ambitious craftsmen.

Daily sellers pay \$7.50 to set up business for the day. Yet many of the sellers are permanent businesses there and pay the rent by the month. A few of them have been there since opening day! The amount of permanent sellers varies from season to season, but there are usually at least 500.

The permanent spaces, which must be reserved ahead of time, come in a variety of shapes and sizes. Some are in enclosed buildings, others have tent-type roofs, yet there are some who prefer the open air, weather permitting.

Both permanent and daily sellers must pay the 6-1/2 per cent sales tax. Daily sellers are given a tax envelope with their receipt when

they enter the market in the early morning hours. At the close of each selling day, they turn the percentage in at the pay gates or the information office.

Permanent sellers must have, or be in the process of getting a resale number.

Admission to the market for the general public is free, however, parking varies from 50 cents to one dollar, depending on how close you park to the entrance. But even one dollar is worth the price to enter a world of leather goods, beads, waterbeds, puppies, rabbits, car parts, records, antique sewing machines, oriental rugs, wigs, lamps, stereos, locksmiths, brand-name clothes and much more. The list is endless.

Jewelry is one of the more popular items.

Steve Vierra, owner and operator of an open air jewelry display, has been coming to the flea market for over a year.

"It pyramided into a little business for me. Because of my friends and the following I gathered from working here, I opened a store, The Timery, in Campbell," Steve enthusiastically explained to EL EXCEN-TRICO.

Vegetable stands line one area of the market. Prices vary tremendously, so be sure and check out each stand for the best buy.

Don't hesitate to haggle with the merchants, as the small businessman as well as the larger businessman, are eager to eliminate their wares for one weekend, only to return with more the next.

Snack bars offer a wide choice of food and drinks for those tired of wandering among bargains. Converted golf carts carry refreshments to those who can't leave their stands.

For restless children, the market's other amusements capture their attention. An arcade, skeeball, a wavy superslide, a merry-go-round and kiddie cars keep them amused while you shop. A must for you and the kids both is a helicopter ride that will take you for a breathtaking aerial view of the Flea Market, all for only five dollars.

In the midst of the hustle and bustle of very busy people wheeling carts loaded with

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treasurers, are a few cool, quiet spots to sit and watch. In the main park, a one-man band relaxes and entertains as you catch your breath.

Another sight to visit is the B-H-K Auction, held from 11 a.m. to 5 p.m., every Saturday and Sunday. Blenders, irons, dishes, lamps, furniture, televisions and more go up for auction to be sold to the highest bidder.

Joe Kokes, George Bumb and Larry Headrick, the original founders, still own and manage the Flea Market. These hard-workers made the Flea Market what it is today, a growing enterprise.

Whether you're out for a day of bargain hunting, amusement or just sight seeing, visit the San Jose Flea Market at 12000 Berryessa Road, open every Saturday and Sunday, including some holidays, from 7:30 a.m. until dusk.

Next Issue:
Interview With
Rene Contu

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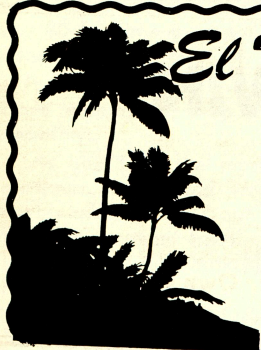
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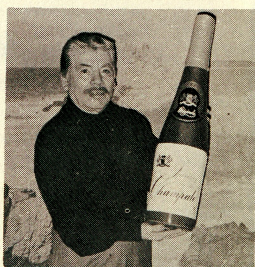


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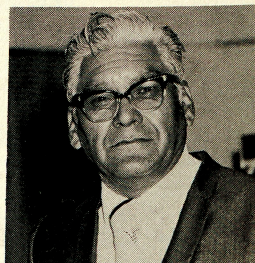
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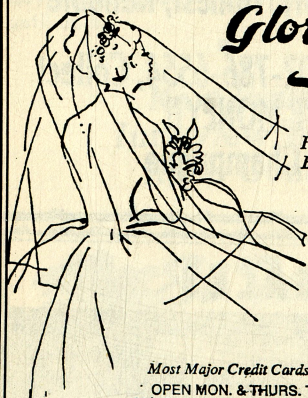
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ARBITRARIEDAD

por Daniel Saldana

Uno de los derechos del hombre, establecido por las leyes de casi todos los países civilizados, es la libertad de imprenta. Esto quiere decir, que el individuo tiene derecho de informar por medio de la palabra escrita a sus lectores; tiene la libertad de opinar sobre los acontecimientos que a su juicio le parezcan de interes general.

El ninguna forma, conforme a las leyes, se puede coartar esa libertad. Lo único que no se puede tolerar dentro de ese derecho, es que se haga labor nociva, de agitación y sin fundamento; la falsedad en la información o noticias tambien debe ser evitada. Pero mientras un periodista informe la verdad y publique noticias o informaciones verídicas, está cumpliendo con su deber.

En el caso de los periodistas que encarcelaron, por que no quisieron revelar la fuente de su información, se cometió una arbitrariedad por parte de las autoridades que los detuvieron. La única forma en que habria razón para su encarcelamiento, seria si se hubiera publicado alguna información que pusiera en peligro la seguridad pública y que además no fuera cierta o que hubieran lanzado ataques infundados a funcionarios públicos. Ninguna de estas faltas cometieron los periodistas encarcelados, no hubo delito, sólo dieron la información que les proporcionaron, sin lanzar ataques y sin asentar falsedades.

Sólo los países que estan bajo un gobierno dictatorial amordazan la libertad de prensa; lo primero que hace un dictador, es hacer callar la prensa libre, substituyendola por la prensa sometida y censurada.

Muchos han sido los periodistas que han muerto durante los gobiernos dictatoriales, otros han sido desterrados o les han destrozado sus imprentas. En un país donde la ley establece la libertad de imprenta, los periodistas son respetados, por que representan el sentir del pueblo.

En la actualidad entran en el gremio periodístico, el radio y la televisión; estos dos medios de información tienen el mismo derecho y la misma libertad que los periodistas y estan también sujetos a dar informaciones verídicas, evitando noticias que puedan desorientar a la opinión pública o lanzar ataques infundados a funcionarios del gobierno. Sus programas son también vigilados,

aun cuando la rapidez que hay actualmente en las comunicaciones, pueden dar noticias o informar de acontecimientos casi en el momento en que estos están sucediendo y esto no sólo referente a la localidad donde están establecidos, dan informaciones de lo que pasa en cualquier parte del mundo al minuto.

La labor del periodista es informar, instruir y orientar; si el periodista, ya sea por medio de la imprenta, el radio o la televisión, no tiene libertad para cumplir su trabajo, se perderá uno de los más indispensables de los derechos humanos. Gracias a los obreros intelectuales, que representan el cuarto poder, los tiranos y malos gobernantes son expulsados del poder, los ciudadanos hacen oír su voz y su opinión en los manejos de la cosa pública. Gracias a ese gremio también nos informamos de lo que hay en la superficie de la Luna y de la aridez de la superficie de nuestro cercano planeta vecino, el planeta rojo Marte.

GRAN BAILE DE GALA

El Club de Leones Los Amigos de San José, Ca. está organizando un gran baile de gala que se efectuará la noche del 13 de noviembre en el Hotel y Restaurant Marriott de Santa Clara.

Este gran baile será un acontecimiento social inolvidable por la cantidad de atractivos y diversiones que los leones han preparado y que se desarrollarán como sigue: de 7.00 a 8.00 P.M. No host cocktail hour, con la música del Mariachi Nuevo Tepatitlán de Manuel Aguilar. De 8.00 a 9.00 la exquisita cena y la actuación del Conjunto Folklorico Los Matlachines, can sus danzas pre-cortesianas y su majestuoso vestuario. De 9.30 a 1.30 A.M. el grandioso baile de gala, con la música del gran Combo Universitario de Rudy Baca.

Este gran acontecimiento será transmitido por la estación de radio KRVE Frecuencia Modulada de Los Gatos, Ca.

No olvide la fecha el 13 de noviembre a las 7:00 P.M. en el gran Hotel y Restaurant más nuevo y elegante de Santa Clara, el Hotel Marriott.

Todos los leones del club Los Amigos estan encargados de vender los boletos. Los fon-

dos que se recauden se destinarán a las actividades de servicio social del club.

Diviértase en este gran baile de gala y a la vez ayude a socorrer a los que han sido menos afortunados que nosotros. El Club de Leones Los Amigos lo esperan el 13 de noviembre en el Marriott Hotel de Santa Clara, Ca.

■
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Para el Puesto No. 4 como Miembro del Concilio

DAVID RUNYON

BARTON L. COLLINS

SE NOTIFICA que la siguiente disposicion sera llevada por votacion en dicha eleccion.

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Se enmendará La Carta Constitucional de la Ciudad de San José, adhiriendo a la Sección No. 1219 (a) autorizando al Concilio de la Ciudad a recabar y colectar, en adición a los Impuestos sobre Bienes Raíces autorizados en otras secciones de la Carta Constitucional de la Ciudad en, los Impuestos sobre la propiedad que no excederán de \$.03 tres centavos por cada \$100 de tasación; tales Impuestos deberán de ser usados para el gasto de: adquisición, por arrendamiento o compra de terrenos y/o edificios y estructuras; construcción y renovación de edificios y estructuras, adquisición y mantenimiento de mobiliario, equipos, accesorios y materiales y operación, mantenimiento y reparación de tierras, edificios y estructuras para dicho propósito.

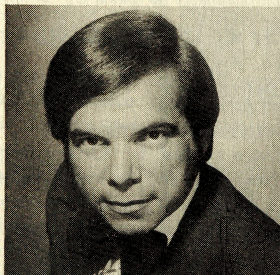
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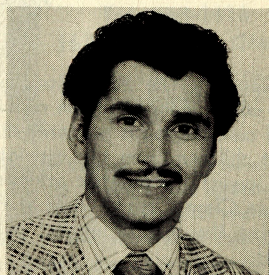
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DE DICHA CIUDAD EN LA ELECCION MUNICIPAL
GENERAL QUE SE LLEVARA A CABO EL 2 DE NO-
VEMBRE DE 1976, YA ESTAN DISPONIBLES.**

SE AVISA QUE: Las copias impresas de una enmienda propuesta
a la Carta (Constitutional) de la Ciudad de San Jose, sera sometida
a los votantes de la Ciudad de San Jose, en la Eleccion Municipal
General, la cual se llevara a cabo, el martes 2 de Noviembre de
1976, (estas copias) estaran a su disposicion al solicitarlas a la
oficina del Secretario de la Ciudad en la Ciudad de San Jose.

FRANCIS L. GREINER
City Clerk of San Jose

ALEX SALAZAR/Director of Curriculum Alum Rock School District

by ANSELMO ESCOBAR

Recently The Alum Rock School District has come under fire from various community and parent groups primarily due to the fact that children from this district have scored the lowest in scholastic achievement tests in Santa Clara County while at the same time having the second highest budget per student.

Mr. Alex Salazar qualified for the position of Curriculum in the Alum Rock School District after having met numerous scholastic and social requirements. Included among Mr. Salazar's qualifications are a California Administration Credential, a Masters Degree and his demonstration of excellence in human relations, program and staff organization, and administrative judgment.

Included among his duties and responsibilities, Mr. Salazar is responsible for the development and improvement of the curriculum through continued evaluation and revision of existing courses of study as required by the Board of Trustees.

A one-time principal, Mr. Salazar has a background in community involvement. In the past, he has been known as a principal who has continued to represent the communities self interest. He is a person who is very aware of his own Chicano heritage while respecting the heritage of others. As a principal he stressed the importance of using culture as a tool for learning.

Mr. Salazar hopes that his new position of Director of Curriculum does not "alienate" him from the community.

In the past, the schools have done little outreach for community input. Without community input, the schools were forced to project what THEY felt were the needs of the community. The schools in the past, have not succeeded in meeting all the needs of the students, or the achievement scores wouldn't be so low.

In the past five years, Alum Rock School District has used a "decentralized curriculum" system which means that each school is responsible for the respective curriculum of its students and each teacher was responsible for developing curriculum for their class. Mr. Salazar hopes to involve commun-

ity members into the development of curriculum policy which would improve the learning environments of all children.

One way in which Mr. Salazar will attempt to involve the parents will be through Community Advisory Boards (CAB) which will be mainly parents. The CABs help in the development of curriculum policy, design classes and finally monitor them to make sure that they are being implemented as planned. Mr. Salazar feels that this is a good system but it needs a more thorough participation from parents and members of the community.

The CABs are not the only way parents are being encouraged to become involved. Mr. Salazar would like parents to visit their child's school and ASK QUESTIONS about curriculum. If questions are not answered to the point of satisfaction, he encourages parents to contact the principals of the respective schools. If still no satisfaction is rendered, parents should feel free to call his office. He personally will investigate and answer any questions. He states, "The public should be able to tell us (the School District) if they are dissatisfied with the service we render." Mr. Salazar hopes to have a positive influence on the curriculum, but feels that he needs community support and direction to make the most of his position.

Mr. Salazar says that he doesn't believe that parents are satisfied with the instruction given their children. Parents need to know that their suggestions are wanted and needed. His office especially is seeking ways to improve the educational conditions for the students.

Alum Rock School District has been able to acquire financial support to give it a top budget per student in the county. Funds at this time are not the main problem; the main problem is "HOW TO DELIVER." This is why Mr. Salazar wishes parents to become involved. The school district is "wide open for change." Mr. Salazar feels "theoretical formulations and activity models have often been accepted without subjection to critical analysis or test for effectiveness." He feels that with parent and his own involvement, effectiveness of the schools will increase.

Mr. Salazar has a position that can ultimately have effect on the education of all Chicano students in the Alum Rock School District. He is appealing to the community for its interest and support in carrying out his job. Education ultimately effects us all. Education is our Freedom.

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por
Jaime Lauder

Hank Coca Premio a la Reina de Alviso

Amigos lectores, les saluda, Jaime Lauder por medio de la ampliamente conocida revista, El Excéntrico. Hasta ahora, el único medio que he empleado para comunicarme con la comunidad de habla hispana, a sido la radio-lucución. Por consiguiente, este es mi primer intento en tomar plúma en mano y expresar mis ideas y opiniones por medio de esta columna. Lo que me ha impulsado a dirigir estas palabras a ustedes, ha sido el gran acontecimiento que tuvo lugar el día 18 de septiembre en la ciudad vecina de Alviso, con motivo de nuestras Fiestas Patrias. Esto marca la primera vez que se festejan las Fiestas Patrias en Alviso. Por lo cual, la comunidad de habla-hispana en esta ciudad, merece nuestras sinceras congratulaciones. Acudieron grandes personalidades a este evento. Entre ellos, en Consul General de México, el señor Carlos Troyo, quien tuvo el placer de coronar a la Srita. Juanita Lujan, como reina de las Fiestas Patrias. También asistió a este evento, un fino amigo personal, el distinguido señor Hank Coca, propietario de la mueblería, Furniture Discount House in San José, quien obsequió un magnífico radio-estereo a la reina. Le acompañó su hermano, Gil Coca.

Sin faltar al evento, desde luego mi gran amigo, el popular Fotógrafo de las Estrellas, Richard Diaz. Siempre desarrollando su labor en manera profesional. Tuve el placer también de saludar en esta ocasión, a un buen amigo, Rudy Belloumini, quien participó en una forma muy activa en la organización del desfile. El cual dió comienzo después de la ceremonia de coronación de la Srita. Juanita Lujan, como Reina de las Fiestas Patrias. Tomaron parte en el desfile varias agrupaciones locales, cuyos miembros visitaron el colorido mexicano. Además, se exhibieron carros alegóricos, y la asociación de Charros

La Reina Srita.
Juanita Lujan y Hank Coca.

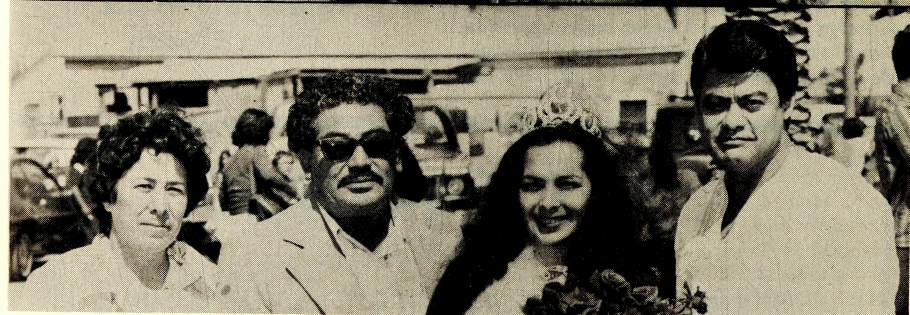


de Alviso, dió un toque letamente mexicano al desfile. Felicidades, nuevamente a la comunidad de habla-hispana de Alviso, California, por su patriotismo. Los padres de su Majestad Primera, la Srita. Juanita Lujan, el Sr. Alfonso Lujan y su apreciable esposa, la Sra. Blanca de Lujan, quedaron completamente agradecidos por las atenciones que se les brindaron, tanto a ellos como a su hija, La Reina. Se muestran especialmente agradecidos con la organización al servicio de la comunidad (C.S.O.) y a su Director, el Sr. Salvador Escalante. También desean dar las gracias a la Sra. Refugio Macias, por su colaboración.

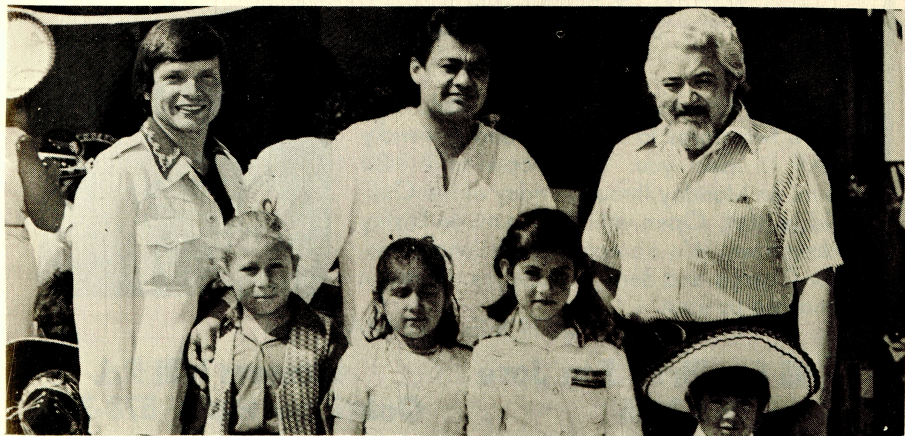
Por mi parte, quedo completamente complacido en haber presenciado las festividades que se llevaron a cabo ese día, en honor de las Fiestas Patrias. ¡Viva México!



De l a D: Sra. Blanca Lujan, Sr. Alfonso Lujan, La Reina Srita. Juanita Lujan, el Con- sul de Mexico en San José Sr. Carlos Troyo y Hank Coca.



De l a D: Sra. Blanca Lujan, Sr. Alfonso Lujan, La Reina Srita. Juanita Lujan y Hank Coca.



De l a D: Jaime Lauder, Hank Coca y Gil Coca.

Mayor Hayes Holds Open House

San Jose's Mayor Janet Gray Hayes next Wednesday (November 3) will initiate a series of Open Houses during which she will talk with individuals in her City Hall Office, 801 North First Street, at Mission Street. Hours will be 9:30 until 11 a.m.

This will be the first of two Mayor's Listening Post events scheduled for next week. On Friday, November 5, from 9:30 until 11 a.m., Mayor Hayes will be at the Alviso Health Center for another in the community-located Sessions With the Mayor started last Spring. Arrangements for the Alviso Session are being made by Ed Carranza of San Jose Parks and Recreation Department who will be available for Spanish-English translation.

At the City Hall, volunteers headed by Carolyn Andrews will greet individuals who want to meet with Mayor Hayes on Wednesday. Each will be invited to talk with the

Mayor in her private office. No appointments are necessary. When she announced the two meetings, Mayor Hayes indicated that one of the most challenging facets of her elective job is finding ways to keep in touch with constituents. While she attends many community meetings, there is little opportunity to interface with San Joseans, individually, on an informal basis. In addition to Open House and Sessions With the Mayor events, Mayor Hayes is scheduling Coffees in private homes. Persons wishing to host or attend a Coffee should telephone Beth Skarsaugh at 268-3368.

"I also welcome letters and messages on the Mayor's Hotline, the 24-hour telephone in my office," Mayor Hayes said. "It is important to know the needs of San Joseans and ideas for improving our City."

**Next Issue:
Interview With
Rene Contu**

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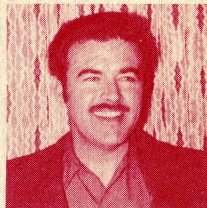
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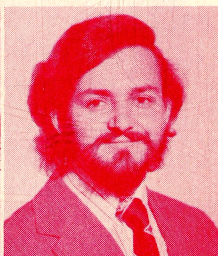
Joe Sanchez



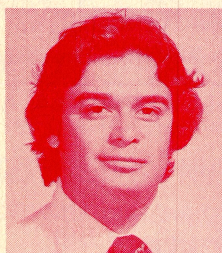
Lou Coca



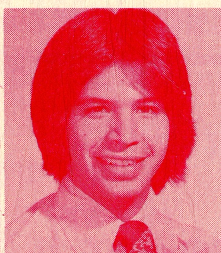
Gilberto Coca



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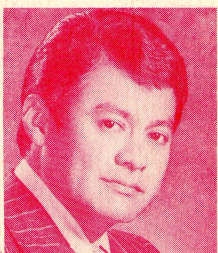
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