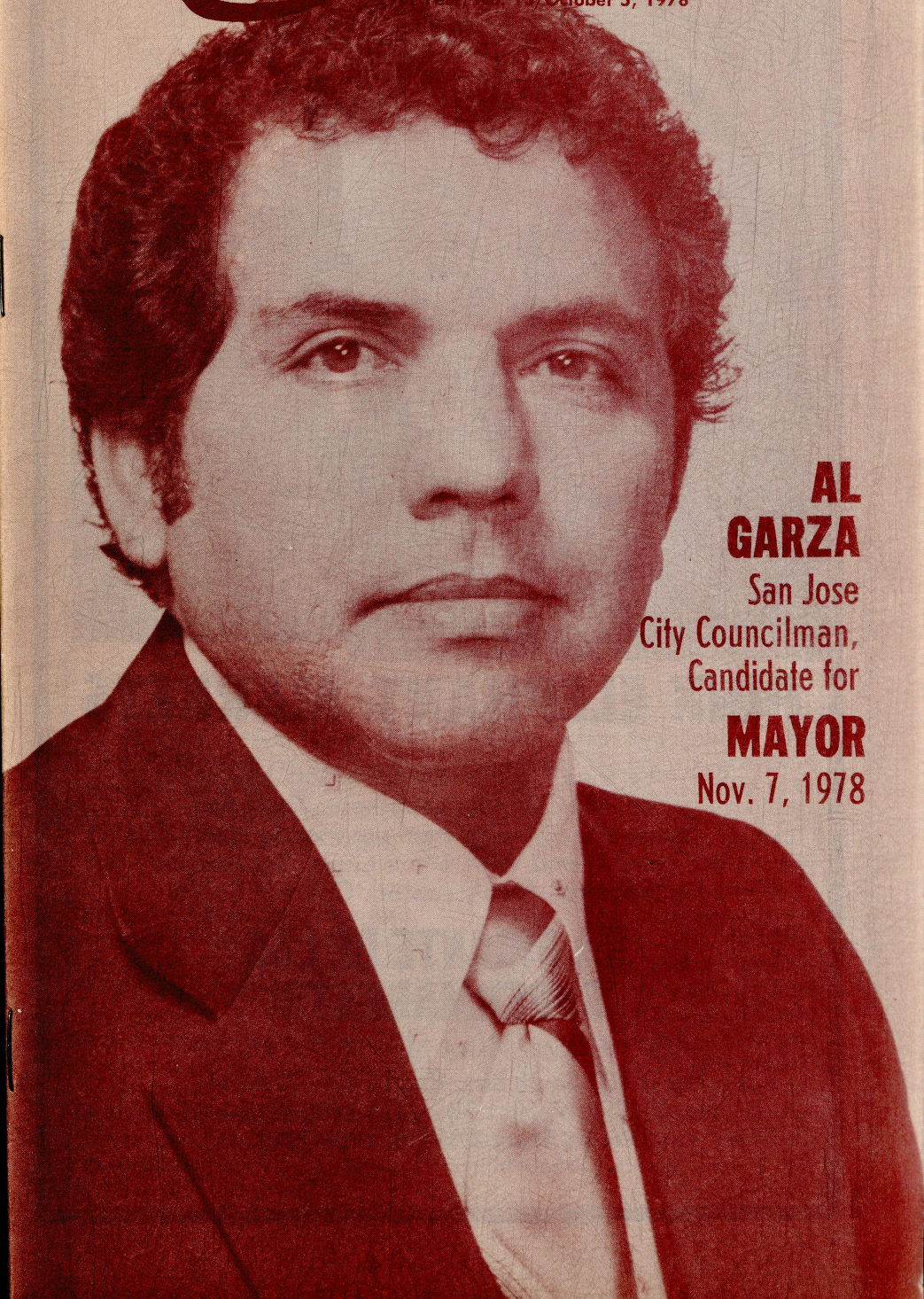


# *El Excentrico*

27th Year, No. 13/October 5, 1978



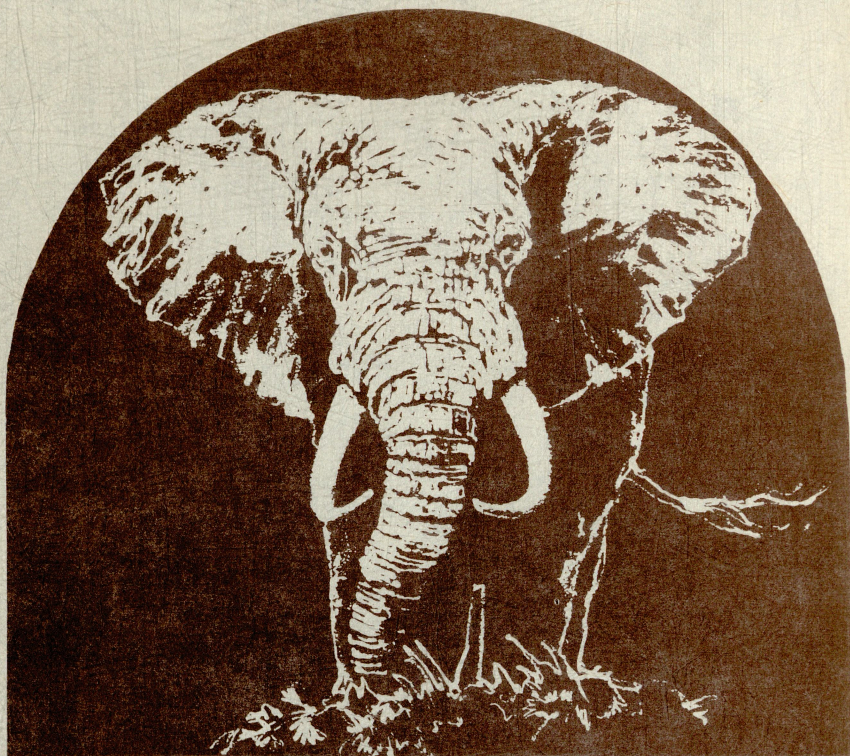
**AL  
GARZA**

San Jose  
City Councilman,  
Candidate for

**MAYOR**

Nov. 7, 1978





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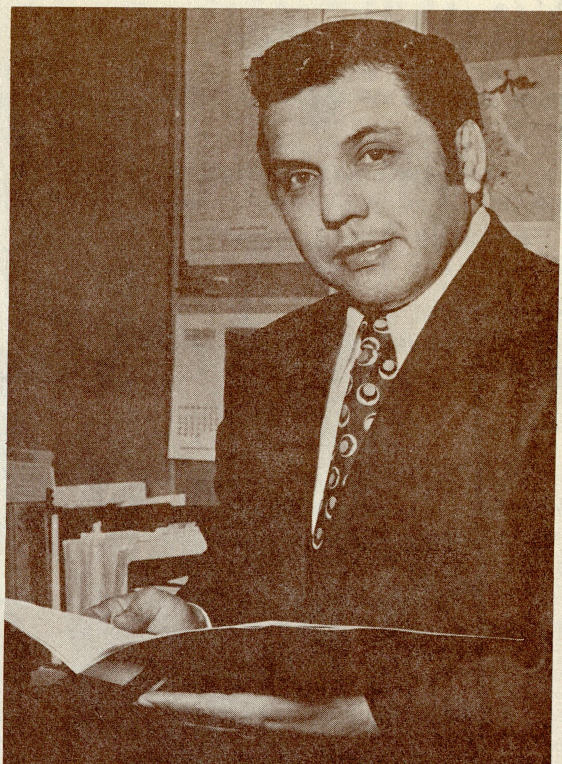
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**AL  
GARZA**  
San Jose  
City Councilman,  
Candidate for  
**MAYOR**  
Nov. 7, 1978



Al Garza was born July 27, 1937, in El Paso, Texas. The oldest of ten children, he has seven brothers and two sisters. Al is married to the former Carol Gerbrandt and is the father of five children.

Al grew up in San José and attended Mayfair and Pala Elementary schools and James Lick High. After serving in the U.S. Air Force from 1955-1963, he was honorably discharged in 1963. He received his A.A. Degree in 1963 from San Jose City College and was awarded his B.A. Degree from San José State University in 1968.

By profession, Councilman Garza is a teacher and holds a Life Teaching Secondary Schools Credential from the State of California. His work experience goes far beyond teaching, though. He has been a roofer, mechanic, truck driver, and a cannery worker. He has served as a community development specialist with MACSA, and a community school liaison and advisor for the Eastside Union School District. Al has also been the Assistant School Director for the American Business College and presently is a service representative for the Santa Clara County Title Company.





Councilman Garza was first appointed to the Council in 1971 and was elected in 1973. In 1976, he ran unopposed for reelection, a first in the history of San Jose. He is a member of the Chamber of Commerce, the Alumni Association, the California Teachers Association, American G.I. Forum, and many other organizations and associations. He also serves as a Council representative to government related board and committees.

Councilman Garza has been endorsed by the United Farm Workers. Cesar Chavez, the president of the Farm Workers, endorsed Councilman Garza at a special endorsing meeting. He said that San José needs the leadership Al Garza can give to the people and that he hopes there is a big turnout on November 7, 1978 to elect Al Garza Mayor of San José.

*Citizens to Elect AL Garza  
MAYOR, 26 Asbury Street,  
San Jose, California 998-1978*



# El Excéntrico

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Founder 1949 to 1974

## PUBLISHER & EDITOR

Bert García

## CO-PUBLISHER

Marc García

## ASSOCIATE DIRECTOR

Angela Diaz

## CONSULTING EDITORS

Therese Beaver

Daniel G. Saldaña

## ADVERTISING

Joe Marquez

## PRODUCTION

Manuel Fernandez

Victor Farias

Luwana Perdue

## PHOTOGRAPHER

Richard Diaz

## PUBLIC RELATIONS

Rudy Belloumini

## CONTRIBUTORS

Gloria Kharis Arvil

Luis G. Juarez

Maria de la Luz

Jesus Orosco

Andy Porros

29th Year, No. 13/October 5, 1978

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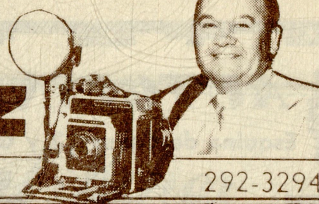
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# Richard Diaz

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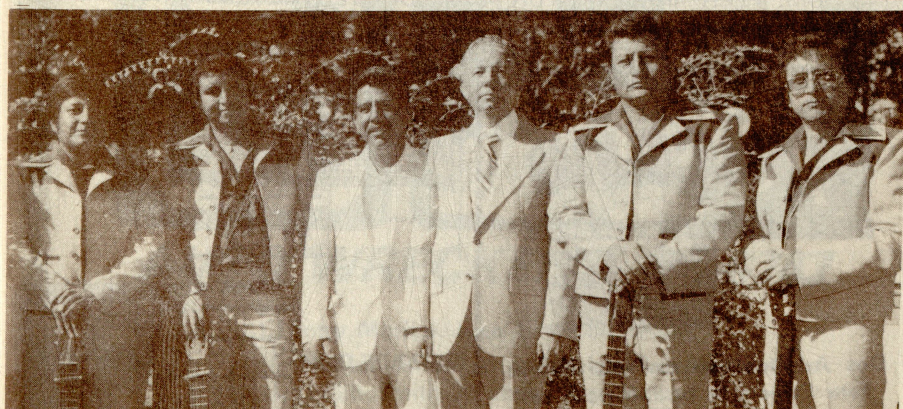
292-3294



Up and coming actress-singer Carmen Del Valle.



Susan Galvez and Pedro Infante Jr., visit the home of El Excéntrico's Ace Photographer Richard Diaz.



During the Fiestas Patrias the honorable Consul de México,

Fernandó Botello-Lozano poses with singer Pedro Yañez and Cuarteto Los Hidalgo.



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Patricia María  
Rogelio Guerra  
A COLORES



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# *El Chapparral Super*

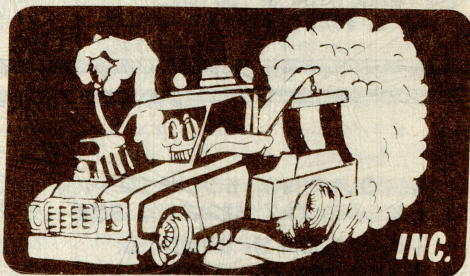
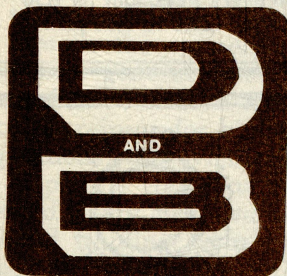
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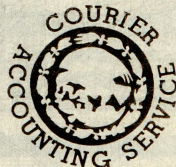
a. How to reduce your taxes upon selling capital assets, business assets, personal residence.

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**JORGE W. DICOCHEA**

Public Accountant



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# Opinión



LUIS JUAREZ

a Decade of Progress  
1968 to 1978  
and Still Growing

## Jobs for Progress, Inc.

When SER-Jobs for Progress, Inc. of San Jose opened its doors ten years ago, nobody expected that it would become one of the most respected and influential community based organizations in the West Coast.

The SER program was initiated by the leaders of the American G.I. Forum of San Jose, a Mexican-American family organization of service veterans. They hired Jose E. Martinez to serve as the Executive Director of the agency. Under his ten year leadership SER has grown from a staff of four to a staff of close to one hundreds persons with offices in five different cities in Santa Clara County.

Ten years ago, occupations open to the unskilled were lowly-paid jobs in the canneries, field work, and general labor. The chances for a Mexican-American to receive training for higher paying positions was virtually nil. Costs of private vocational schools prevented many who wanted the additional training from ever attaining it. Meantime, County welfare rolls increased as the unskilled positions became saturated with the valley's newcomers.

"We wanted to create a foundation for industry to recognize that Mexican-Americans would fill their needs if trained properly, says Martinez. "Ten years ago, surrounded by borrowed desks and donated equipment, we

realized it would be a long and difficult task to reach that objective. The concepts established by a National SER organization seemed to be the best way to go."

And the best way to go, it was. Results of the San Jose SER operation have been outstanding in all phases of its training, counseling, and placement of under-privileged and economically disadvantaged clients who sought SER's help. Since its beginning, SER expanded into areas that other programs deemed "dangerous" or foolhardy.

In 1971, a residential youth center was established at a newly leased vocational training center labeled East Court. Here, wards of the court were supervised and guided through programs that would lead them to positions in industry, providing a planned re-entry into society. Operation SER began its Talent Search project that sought Mexican-Americans with advanced education and matched their talents and experience with industry's needs. Later on, the National SER developed a computer system that was patterned after the early San Jose struggles.

Continual change in its methods allowed SER to meet the flexibility demanded by industry's programs. Filling needs established by the leaders of commerce, SER's programs reflected training in specialized areas.

SER not only is able to provide the more traditional vocational courses such as: office occupations and automotive trades. But, it has



also been able to keep up with the high technology needs of the electronic and aerospace industry in this area and provides training for: drafting, electronic technicians and has just graduated their first class for Quality Control Technicians. A few weeks ago SER announced the opening of its Word Processing Center where students are currently receiving training with the most modern I.B.M. word processing equipment.

While Martinez considers a major accomplishment the placement of over 12,000 persons in jobs during the last ten years, he states that he is equally proud of the many accomplishments of ex-staff members that have gone to successful careers in other fields. Some of them are: Rigo Chacon, newscaster Channel 7 T.V., Al Garza, Councilman of San Jose, and Alex Armenta, Chief Probation Officer of Imperial County. There are many more than were able to obtain additional skills, acquire experience and receive the necessary encouragement that has made them successful in the field of their choice.

Meeting the needs of industry and providing new futures for the valley's unskilled have been the goals of the 1978 SER. In commemoration of this effort, the SER Tenth Anniversary celebration at East Court will share the fruits of SER's labor with the people they have served so diligently.

The SER Board of Directors and staff would like to invite SER graduates, ex-staff members and the community in general to participate in their 10th Anniversary. Celebration to be held on Thursday, October 12, 1978 at the SER Training Center on 369 East 12 Court in San Jose. The program

will consist of the following:

4:00-8:00 Multi-cultural  
Festival

8:00-11:00 Dance

There will be food and refreshments and admission is free.

Martinez takes particular pride in that the National SER Board has chosen to join the San Jose group and hold their Board Meeting here in San Jose. Additionally, the Los Amigos de SER, the National Industrial Advisory Board for SER, will also be present during the week-long activities.

When asked what programs SER contemplates for the future, Martinez answers, "we will continue to provide industry with highly skilled and dependable employees. As long as there is a need, we will fill it; as long as there are people in the valley who can be trained and want a better future for themselves and their families, we are there to help them. I think the next ten years will be even better."

We have a feeling that the future will always contain continued success for SER, Jobs for Progress. □



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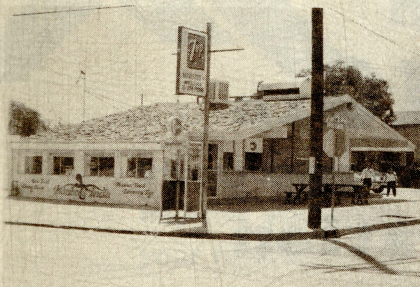
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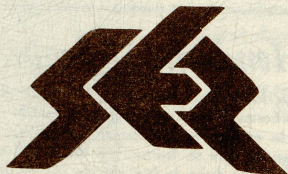
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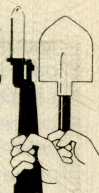
### Dirección

**Escribano III**

**La Orden Rosacruz (AMORC)  
San José, California 95114,  
E. U. de A.**

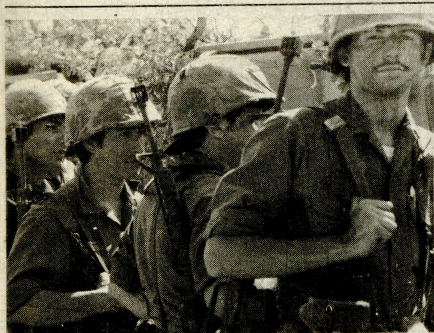


# MEXICAN-AMERICANS ARE THE MAIN STAY OF THE CALIFORNIA NATIONAL GUARD



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*[Signature]*  
GABRIEL RICHARDS  
MAJ, INF CAL ARNG  
for Commanding



**F**or more than the two hundred years that our nation has been in existence, the citizen soldier has been the security and protection in readiness for the safety of the populace. That portion of the man power of a society which is enrolled on military rosters and at least partially trained for local defense in short terms of service, is regarded as a true militia.

Today the militia has evolved into the National Guard, inheriting in it's evolution a dual status and purpose. That of providing for the general welfare of his neighbor from internal disasters and, when called on, to defend his nation in the event of war or international emergencies.

Older than the country it serves, the guard has the longest continuous history of any military organization of the United States. An outgrowth of the early militia concept, which was to provide for the common defense, it's origin is traced back to the 17th century, when colonists as a means of protection of life and property, banded together to form militia companies. These companies were equipped and trained to serve the needs of the time and as the nation grew, with it's needs, so grew the National Guard.

The role of the Guardsman, commonly referred to as the citizen-soldier, calls for the grit in an individual, who must render his status as a citizen to that of a readied member of the armed forces, in many cases on immediate notice.

The National Guard is never out of season, but during the summer on an annual basis, activity picks up as guard units head for the fields. It is during this period that the Army National Guard shifts it's role as the keeper of peace, in a community hit by a disaster of nature or threaten by restless activity of the modern revolutionary, the guardsman is transcended to perform as a member of the national defense, ready to "act quickly and professionally," compromising 46 percent of the combat elements used today.

Throughout the 19th century the unweildig and sprawling force known as the militia played an important part in providing troops and units in each of the four wars the United States engaged during that period, the War of 1812, the Mexican, Civil and Spanish American wars.

In 1903 congress enacted laws whereby organizing, training and equipping the militia under the same standards as those prescribed for the regular army. With the enactment of the National Defense act of 1916, the organized militia became officially recognized as the national guard



and made to conform to regular army organization. As such, it became a component of the nations' organized peace establishment, and when called into active federal service, a part of the army of the United States.

With that, almost immediately, approximately 151,000 guardsmen were called into federal service, with 110,000 ordered to serve on the Mexican border World War I called to duty 380,000 guardsmen to serve with the American expeditionary force. Of seventeen guard divisions sent overseas, eleven saw actual combat. Six of those National Guard units were among eight of the U.S. divisions rated excellent or superior by the German high command in overall performance in combat situations.

In August of 1940, the president called the national guard to active military service, and within a year, between September 1940 and October 1941, the guard brought into federal service more than 300,000 men to serve in 18 combat divisions and a numerous non-divisional units, including 29 air observation squadrons, immediately doubling the strength of the standing army. During World War II nine of those divisions served across the Atlantic in Europe and Africa and nine fought the war in the Pacific theater.

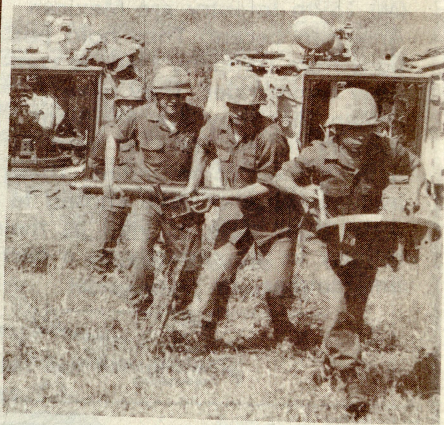
For a short period following WWII, there actually was no national guard, when guard units were demobilized and their personnel separated and returned to civilian life. It wasn't until October 13, 1945, when the secretary of war approved policies for the organization of the post war guard. The first guard unit reorganized was immediately recognized as a federal unit. The air units of the national guard were organized separately from the army units and designated as the Air National Guard, in 1947. Since that time the national guard has consisted of the army national guard and the air national guard.

The last call to combat activity was answered by the National Guards, (45th and 40th divisions and the 116th and 136th air wings) who served in the Korean War.

Today, the National Guard provides a force of approximately 450,000, with nearly all in combat or combat-support

units, representing 30 per cent of the entire organized structure of the army.

The guard is federally required to provide trained and qualified persons for active duty in the armed forces in any time of war or national emergency, standing ready to organize on short notice.



The Guards image however, is changing, since the times the country turned to the part-time-soldier when it's national security was threatened, to, in it's peace time eras, when the citizen soldier has been called to protect the people threatened when disaster strikes.

In recent years the national guard has played vital roles in it's service for the people, at the both national and state levels. The National Guard has been called to aid his fellow statesmen when hurricanes washed over Florida, to tornado stricken Nebraska to the floods and earthquakes of California. Maintaining peace when panic situations are evident.

At the state level the guard is called on and required to "function efficiently in the protection of life and property and the preservation of peace, order and the public safety under the competent orders of state authorities," as summed up by Major General Glenn C. Ames, former Commander of the California Army National Guard.

The California National Guard, whose 40th Infantry Division was one of the last



units to serve in combat duty, is representative of the multiple roles the guardsman must play. From soothing the effects of the south's earthquakes and the north's floods to easing tension and providing security during the racial riots of the Watts area and the student disturbances in Berkeley.

But even the Guard has not managed to escape the wave of criticism that has the entire defense structure optimistic about it's ranks and it's standing in the system of things. The discontent, more recently has come from within the ranks of the guard than any other.

Controversy has built up, from it's recruits, on such issues as the guards' unwillingness to break from some traditional policies of the regular army, such as personal appearance. Where the members of the guard feel that because they are, "on part-time basis" they should not have to be subject to all the standards of the regular army and shouldn't be required to maintain a "white wall" look in hair cut regulations. In few cases, guardsmen feel that much of the training in the field that they are put through is unnecessary and the time could be better spent working more in the improvement of their communities.

With the concern of the guardsman towards community service increasing, especially now during a peace time era, many feel the time could be spent cleaning up parks and other recreation areas which are littered or help in sponsoring summer activities for the youth of the future.

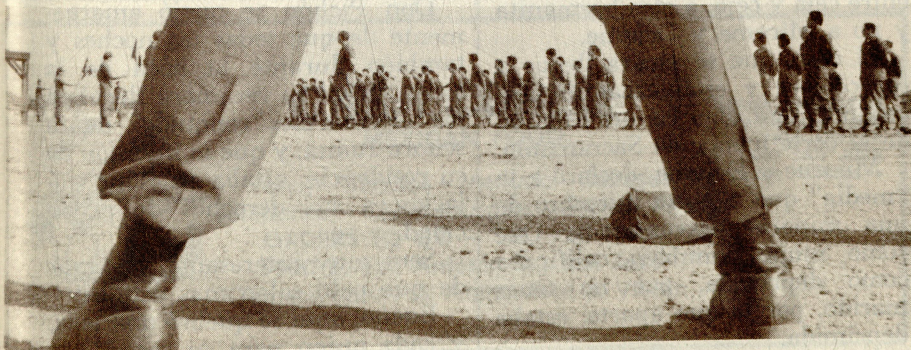
Yet more so today the guard stands to defend the interest of the community. Going one step further, the citizen-soldier

is fully defined as a member of a community group. With enactment of The Community Service Program, the national guard has created "a positive atmosphere", increasing the effectiveness of it's recruiting program and drawing attention to, presently, it's most vital function, that of not merely performing for, but upholding a close relationship with the community it serves.

In one year alone the National Guard puts in hundreds of thousands of man hours in to individual community projects ranging from Scout camporees to athletic field renovations to medical care for inmates of county jails.



Newly appointed commanding general of the California Army National Guard, Maj. Gen. Frank J. Schober, reflected the common drive towards the guardman's role nationally, when during his tour of the field, stated "We must maintain a high degree of readiness for a federal role but at the same time show leadership in the state and serve the people. The state role is a people role." ■

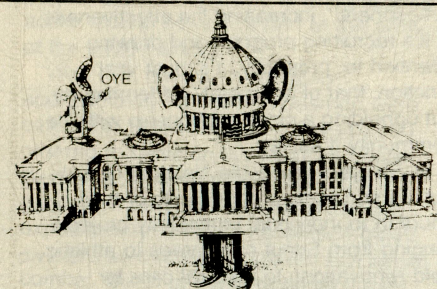




# MAS QUE PICARDIA



by Kharis Avril



## SACAMONTE, CALISTERIA

— Juana Mirame y Déjame, ayer tomo posesión de la recámara vacía del viudo Pichón Rosado.

La recámara de marras era el cuarto de costura de la Sra. de Pichón quien recientemente falleció.

Con sus chivas, petacas, y dos gatos y un perico, se instaló a toda satisfacción en el local ocupado.

Ante la “media” y uno que otro caletín de los medios de comunicación, Mirame y Déjame declaró que ella tiene derecho a compartir la casa de Rosado.

Que la Biblia dice que todos somos hermanos y, que como hermanita de Pichón, ahí se queda, y no va a haber ni quien la mueva.

Don Pichón declaró que el también es ferviente lector de la Biblia y que ya había pensado compartir su casa, pero que tenía entre ceja y ceja, a otra hermanita y no a Mirame y Déjame.

El caso, que se espera llegue a ser célebre y establezca un precedente, será oído en un tribunal de la corte menor de Sacramonte.

Mirame y Déjame, declaró a la “media” que ella era miembro de una minoría desventajada. Que como mujer, también calificaba como deprivada, por no tener marido, por lo que aparte, estaba deprimida.

Que, siendo miembro del sexo débil, desventajada, deprivada y deprimida, tenía derechos a tomar medidas que la encaminaran a la ruta indicada en pos del persegui-miento de la felicidad.

Que esta filosofía es la base y cimiento de la Constitución Americana. El caso está calendariado a aparecer en Corte, el próximo febrero 30.

Mas, en vísperas de tan significativa decisión legal, miembros de ERA, ES, AHORA y LUEGO, están coordinando una protesta masiva ante el Capitolio.

Y, aunque Yerry Café, el gobernador de Calisteria, no tiene vela en este entierro, las diferentes organizaciones anteriormente mencionados, indicaron que resienten que el joven y distinguido ejecutivo, quien se aproxima a los 40, se aferre a permanecer soltero.

Que hay miles y miles de mu-jeres, como Mirame y Déjame, que se ven forzadas a un celibato injusto, inmerecido y altamente contraproducente a la total expresión del temperamento femenino.

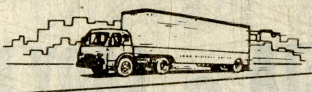
Mirame y Déjame, declaró que esperaba ganar el caso.

Don Pichón se quejó amargamente de que todas las noches y también durante la hora de la siesta, hasta su recámara llegaban los estentóreos ronquidos de la señora Juana, y que la invasión de su residencia, estaba en clara violación a sus derechos de privacidad.

Será muy interesante, observar de que palo salen mas astillas!

Bueno, aqui se quebró una taza, y cada quien para su casa.





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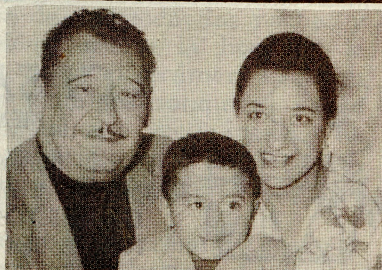
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# A Mi Querida Esposa.....



COLOMBINA URSULA DE  
LOS SANTOS DE BERNARD  
PAZ EN SU TUMBA.

Tristes añoranzas de tiempos  
que fueron  
un sueño de perfume y de cristal,  
se trasladan como un nudo  
enmarañado,  
en las pupilas de mi alma;  
que miran recuerdos de tardes  
tranquilas,  
de brisas y arrullos del viento,  
en la constelación mundana  
de la vida.  
Y allí, en la puerta de la  
existencia,  
del amor, del encaje y del  
portento,  
grita con desesperación, mi  
sentimiento,  
ante la quietud de las sombras,  
que vagan como sueños dormidos,  
en la espesura del bosque de  
recuerdos.  
Y es que tú, ya no estás en la  
brisa,  
ni en el sueño de perfume y  
de cristal;  
ya no estás en mis brazos, ni  
dormida ni callada,  
jukueteando con tu dulce mirada,  
el triste paisaje de mi alma.

Ya no estás, en las noches  
tranquilas,  
despierta hasta el alba,  
contemplando la Luz del pasado,  
de nuestros tiempos idos, de  
nuestro amor,  
de nuestras ambiciones y  
desventuras.

Ya no estás, a mi lado, con tu  
cuerpo de bella  
luciérnaga marina, deshilando  
las tinieblas,  
que enmarañaban mi espíritu,  
sin saber por qué;  
grabando en mi pensamiento la  
luz de tus ojos,  
el timbre de tu voz, las caricias  
de tus manos,  
y tus besos, que siempre fueron  
un milagro  
para comenzar un nuevo día.  
Estás allá, en la quietud eterna,  
suspendida como un ángel, en  
el Cielo;  
Estás allá, dormida para siempre  
en el silencio,  
sumergida en tu propio sueño,  
sin que nada, ni nadie,  
molesta la Paz de tu tumba.  
Estás Allá, esperando el  
reencuentro final,  
de tu alma y el alma mías.

Karl R. Bernard  
San José, Calif., 1978.



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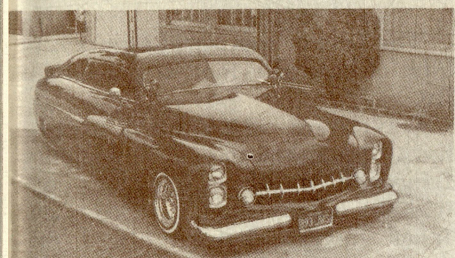
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# Ride On!

by ANDY PORRAS



**RIDIN' WITH PRIDE** . . . if you watched the KGO TV noticias last weekend in September, you dug the Richmond crusin' scene as the mini-cams of San Fra's best news station, featured Linda Chu's live report of the annual happening there. It was good press, **HOWEVER**, Rigo Chacon's compadre Van Amburg had to spoil it all when he **EDITORIALIZED** with a remark that went something like this, ". . . and according to police reports, the lowriders are all behaving themselves and not causing any trouble for anybody . . . they're just having a good time. . . ." Bueno, ni modo, Raza. Gettin' on the tube is always expensive!

What a shame, Raza. Many of you out there called me or brought me copies of an article that appeared in the national rag Rolling Stone. Most of the remarks are not too cool . . . why? It has to be read with an objective point of view, the article, I am talking about. It boils down to the ugly fact that many of our gene still do not know how to read! Ijole, that's mucho malo, man. Some of us simply look at words but cannot form any kind of thought. Whose fault is it? Are you ready for this? La culpa la tenemos nosotros because we've let the school system in Califas

fail us . . . la culpa es de los padres for allowing all of this to happen! We are molding clones without any thinking equipment. A lot of fault can also be attributed to the maestros and I'm sure they too can point to the easy system we have for credentialing teachers . . . but all of this will still not magically transform our non-readers into real readers. What can we do? You tell me.

## RIDIN' AROUND

Lots of Raza at the Cheech/Chong laughbuster in San Jo . . . more gente asking about the Lowrider Beauty Pageant (what did we start???) . . . letters from the neighboring towns on forming a national or statewide Lowrider Association . . . some nice lookin' chavas dropping by **RAZA RAGS** to inquire about the beauty contest . . . more gals gettin' together some bread for **TROPICANA CLUB** shirts from **RR** . . . some Hollister rides in San Jo over the weekend . . . Salas vans coming into our warm city to order custom shirts from **RAGS** . . . Steve Gayle from the nat'l. magazine, **NEWSWEEK** lookin' round Story and King to feature some of our gente in an article coming out pronto . . . bueno, ay los wacho! □

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# THE PUNCH BOWL



by Kharis Avril

HULLO LUV! HOLA CARINO! ALLO, ALLAH, como va la cosa . . . VINI! VIDI! VINVI! THEY CAME, THEY SAW, THEY CONQUERED, AT CAMP DAVID!

Jimmy Carter, President of the United States!

"He is not appreciated by his own people, the people of the United States."

"They don't know yet that they have a great leader."

These two statements have been pronounced again and again by foreign dignitaries.

Adds Rosalynn Carter, his wife, "Jimmy is most completely misunderstood."

What's wrong?

In my opinion:

It's due to the fact that he encouraged us to call him Jimmy.

As we might speak of the neighborhood paper boy, or the gas attendant, or our son's best pal, or our own first grader.

"Jimmy" is a familiar and endearing name. But, President called Jimmy?

A President who is usually wearing a broad smile, who appears joyfully unconcerned, relaxed and care-free confronting the pessimistic attitudes of many.

Who indulges in humorous statements to the point that it has been said that Jimmy Carter could have made the national scene as a comedian if he hadn't become President instead.

Well, if this is our reason for so down-grading him, maybe we better take a closer look at ourselves, not him.

The best of the world favors his kind of basically modest personality.

Could any other world leader have brought the Premier of Israel and the President of Egypt without either Menchen Begin of Israel having a heart attack or Anwar Sadat of Egypt giving him one?

During their 13-day retreat, Jimmy was there helping them unpack their suit cases when they were ready to call it quits and leave.

He, our own Jimmy, radiating good will, joy, pride and even euphoria, somehow brought them together nodding and smiling (for the time being).

His good vibrations permeated the successful substantive agreements.

Even though some mighty things have said, since then, and even if hard-liner Begin changes his mind and backs up from the treaties.

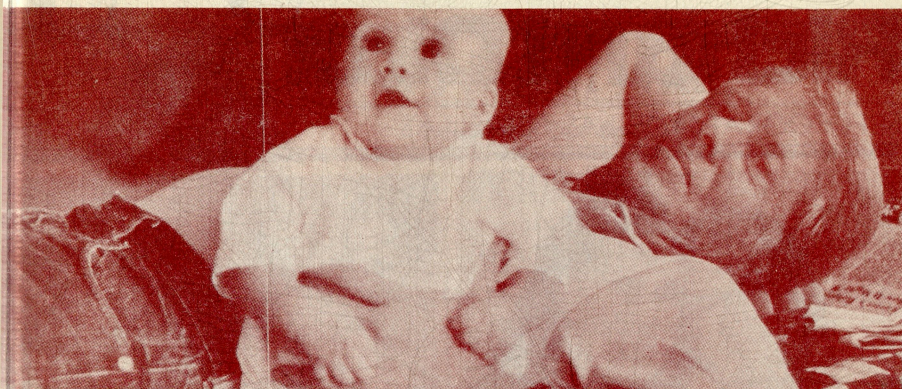
But, for what has been accomplished, it seems our own Jimmy ought to get the Nobel Peace Prize and perhaps share it with President Sadat whose trip to Jerusalem was what made Camp David possible.

No, we, the people of the U.S. had better stop taking our Jimmy for granted—while admiringly eyeing the gentlemen with eastern accents and formal and proper first names and middle initials.

If, "nobody is a prophet in his own land," it seems to me we better recognize one in ours.

President Carter's prayers at the outset of the Camp David conferences:





"Let every heart be cleansed of selfishness and personal pride. Let us all turn to thee Father, for true guidance, wisdom, forgiveness of others in the search for common ground."

As he asked, received, "Blessed be the peacemakers for they shall inherited the kingdom of God"—Jimmy Carter, President of the United States, in his Camp David

report to Congress, quoted from the Bible.

Well, all is well, O friend of my soul an denlightener of my heart. You have come to my path and it was in earnest that I offered you a spirited drink from the best Hispanic sangria, hospitality of the house.

Ciao! Au revoir, hasta la otra che! Peace, joy and love! □

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## PALM and CARD READING

By Linda

Advice on Love,  
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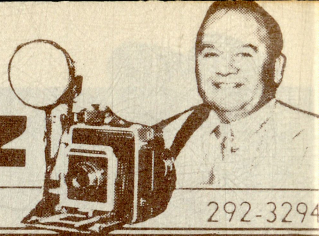
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# Richard Diaz

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Richard Diaz will be forming a fan club here in San José for Lucha Villa. Lucha will be in San José for the next few weeks filming "Pelca de Perros" with Geraldo Reyes.



Yolanda Del Rio made a big splash, at the home of Al Rodriguez, thanks to Arnulfo Delgado, Fredrico Villa and Juan Antonio Garces.



Various members of the Imperial Valley Club were on hand to welcome Lucha Villa to San José September 30 at the Center

for Performing Arts. Angelica Carrillo, Vera Diaz and Emma Villalobos provided food for the performers and the stage crew.





## **JIM'S *Hairstyling***

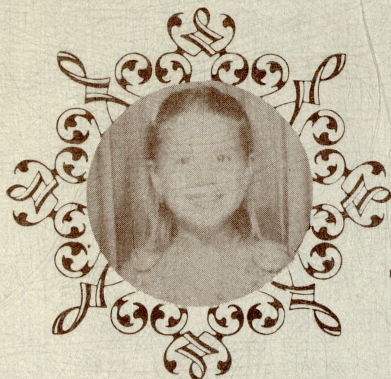
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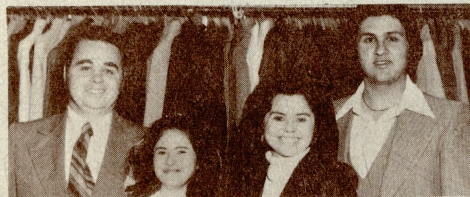
Hairstyling for Men and Women/Feathered Cuts  
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