

El Excentrica

Humberto Garcia

August 20, 1971



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Thomas Fletcher, City Manager**

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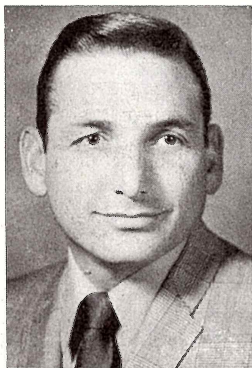
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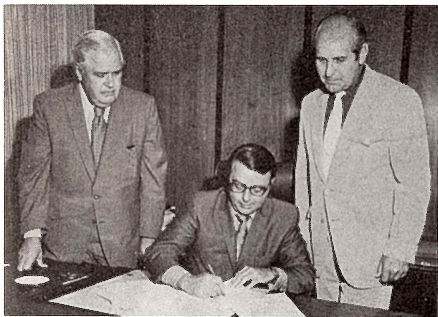
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Chairman Dominic Cortese, seated, of the County Board of Supervisors, signs a contract which will give the Alcoholism Information Center \$65,172 in federal funds for another year's operations. Center Director Robert Quigley, left, accepts the grant for the center, which has helped 1,100 persons in its first year. Sheriff James Geary, right, has been an enthusiastic supporter of the center.

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En la grafica BERNIE BERG y parte del atento personal de Habla Hispana.

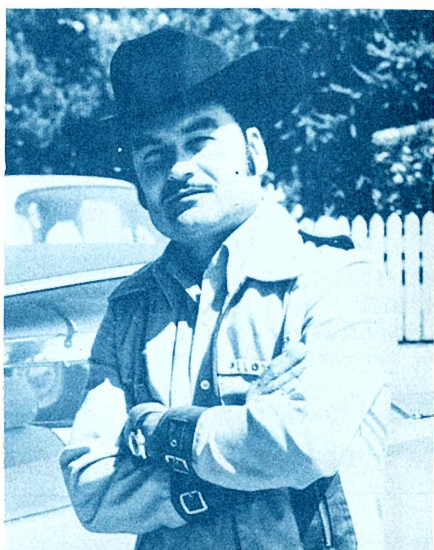
El Fotografo de las ESTRELLAS

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los Fines de Semana !

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y miles de aplausos.





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Mr. and Mrs. Frank Avila
request the honour of your presence
at the marriage of their
daughter and son*

Gloria and Robert

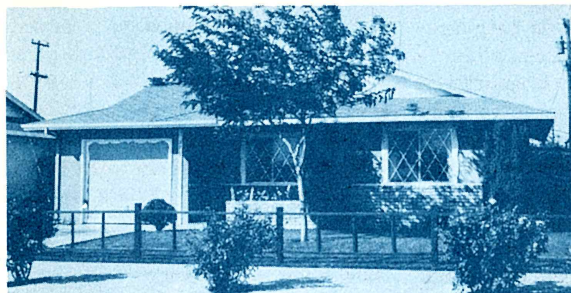
*On Saturday, the fourth of September, nineteen
hundred and seventy-one, at eleven o'clock
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en Milpitas.

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POR
DANIEL
SALDAÑA

LA ESPERANZA de NUESTRA ESPECIE

La humanidad ha vivido desde los tiempos remotos, prehistóricos, con el temor de que desaparezca la especie, se han basado esos temores en diferentes amenazas, unas veces han sido los fenómenos atmosféricos, otras las enfermedades epidémicas, las guerras o los desvíos de las juventudes de diferentes épocas. A pesar de todos esos temores, la especie humana ha aumentado, ha superado los fenómenos atmosféricos, las enfermedades y los desvíos juveniles, estando en pié de guerra día tras día los ejércitos en diferentes partes de nuestro planeta, sin que la especie humana desaparezca.

Sócrates, el sabio filósofo, decía hace mas de veinte siglos, que temía por el porvenir de Atenas y el de toda Grecia, temores que justificaba con el comportamiento de la juventud de aquella época; la juventud de entonces como la de ahora, desentonaba con el orden establecido y buscaba nuevos caminos que la llevaran al bienestar, la abundancia y la tranquilidad. Esto demuestra que las juventudes de todos los tiempos han sido inquietas y siempre han pugnado por buscar un mejoramiento del orden establecido por generaciones anteriores; aunque la idea del mejoramiento es noble, no siempre la han buscado por medios pacíficos y en la mayoría de las veces, han hecho uso de la violencia; violencia que han pagado algunos con la vida, otros con largas condenas y muchos con el menosprecio o la indiferencia del orden social al que han pertenecido. Cuando han logrado la victoria de sus ideales, muy pocos saborean el triunfo, de entre es-

tos, muchos vuelven a caer en los vicios del sistema que trataron de abolir; de oprimidos se convierten en opresores, dando lugar a que nuevas juventudes repudien y ataquen sus sistemas.

En la mayoría de los casos las juventudes han pugnado por conquistar la libertad en los lugares donde existe la opresión de unos cuantos en perjuicio de la mayoría, han luchado por desterrar la miseria en los lugares que la padecen, han atacado los sistemas de gobierno cuando los que gobiernan se han desentendido de las necesidades de los gobernados. En todos los casos ha habido parte de razón para la protesta, pero no en todos los casos han tenido toda la razón.

La juventud actual como las anteriores hace sentir su descontento con actos que se reflejan en el futuro; la violencia de ayer no llegó nunca a las consecuencias de la de ahora, porque en otras épocas no se disponía de los medios actuales, las comunicaciones, las armas explosivos, la propaganda y los demás medios le permite ser mas agresivos y extender sus ramificaciones de protesta y sus actos de violencia a cualquier lugar del mundo, especialmente a donde los grupos juveniles demuestran su descontento.

Las rebeliones de la juventud no son nada nuevo, han existido siempre, pero nunca habían llegado a los excesos que han llegado en nuestra era; con muy pocas excepciones los jóvenes respetaron siempre a sus mayores, no relajaron la moral al grado en que la han relajado ahora, demostraron celo y respeto para sus deberes sin menoscabar sus derechos como individuos.

La rebelión actual de la juventud no tiene una meta definida, ni un programa elaborado con claridad y sencillez, manifiesta su descontento, pero no marca los puntos que la incomodan, hace manifestaciones de protesta por todo, sin concentrar sus energías en un punto determinado, abarcan muchos problemas en forma vaga y poco concreta; protestan

(continua en la siguiente plana)...

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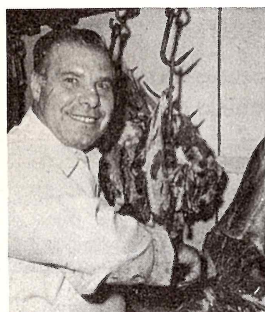
FRANK RIVERA



MANUEL AUSTIN



DANIEL SALAZAR



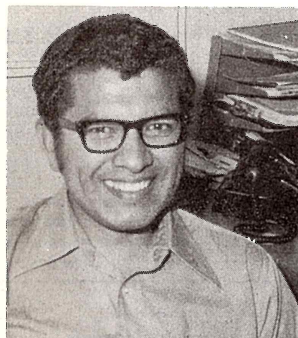
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SALDAÑA (CONT.)

por la guerra, por el sistema educativo, por la discriminación racial, por la carestía de la vida, por la indolencia del gobierno, por el respeto a la propiedad etc, etc. Piden que se legalize el uso de las drogas y que se autorize el amor libre. Las manifestaciones no han logrado otra cosa mas que un saldo de muerte, sangre y destrucción, miles de jóvenes en todo el mundo aprietan las filas rebeldes y se exponen a los mas serios peligros.

Pero no es toda la juventud la que milita en esas filas, hay también millones de jóvenes dedicados a salvar vidas en los hospitales, en los laboratorios buscan mejorar la producción de alimentos para el consumo de la humanidad, construir puentes, caminos y ciudades para comodidad de la especie es la ocupación de otros y tantas otras actividades mas en que la juventud demuestra su interés por una vida mejor.

Mientras unos mueren o matan en las barricadas, otros están salvando vidas, mientras unos destruyen un edificio, otros levantan ciudades, mientras unos se hunden en las charcas inmundas de la pereza otros trabajan diligentemente para descubrir el misterio de los astros que contemplamos en el firmamento; se pueden nombrar muchas actividades en que la juventud misma contrarresta la insensatez de la otra parte de la juventud.

No cabe dudar que entre los inconformes hay elementos valiosos y con ideologías nobles, definidas y benéficas, pero no han tenido en cuenta que deben canalizarlas en la forma en que hagan impacto en las normas actuales.

Mientras unos llegan hasta la violencia tratando de imponer su ideología, otros rinden jornadas agotadoras para acelerar el progreso de la humanidad. Ellos son la esperanza de nuestra especie.

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(Esquina con la Calle 31)

El Excentrico

23rd Year, No. 10

August 20, 1971

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En la foto: Joe, Richard y Joe

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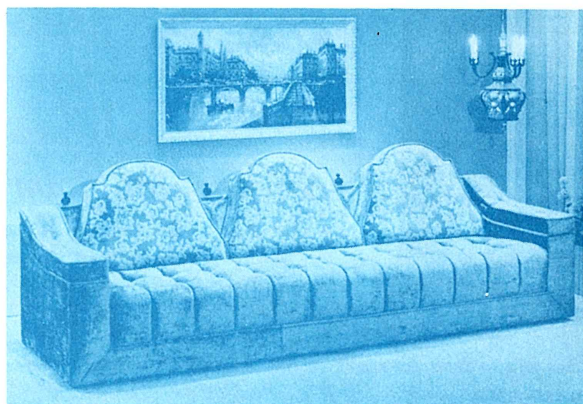
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RAUL
GUILLEN



JOHN
Was born in
Del Rio, Texas
Currently Attending
San Jose State to
obtain a C.P.A.
Degree.

MA

*Mr. and Mrs. Pablo Medrano
Mr. and Mrs. Victor Manuel Arra˜aga
request the honour of your presence
at the marriage of their daughter and son*

Adrienne and John

*on Saturday, August the fourteenth, nineteen
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at one o'clock in the afternoon*

*Holy Cross Church — Cor. of Jackson and 12th
San Jose, California*

Reception: 569 N. 12th St. following ceremony



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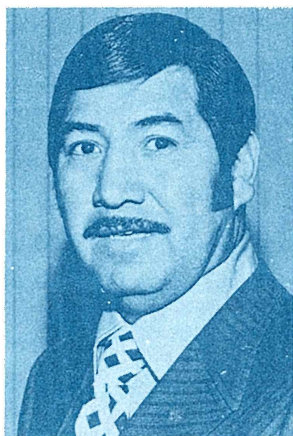
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CAMPERAS**



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OF THE
CAMPER**

Gilberto Ramos

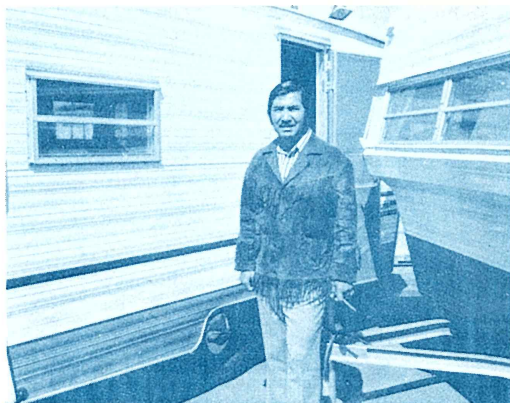
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CLUB MEXICANO- AMERICANO DE REDWOOD CITY

This organization was formed four years ago by a group of people who saw a social, educational and cultural need in Redwood City. People such as Paul Sedillo, Lauro Paz, Cecil Hall, Alfred Palomar, Pat Ontiveros, Emma, Rudy and Bob Jauregui and Ray Almos decided that their main purpose was to promote the mutual welfare, protection, guidance and representation of the Spanish speaking people of the community. In addition they wanted to maintain the traditions of the Mexican culture and to create more understanding in the community as members of the Inter-American family.

Their aims have been high, as stated in their purpose for being, but nevertheless the founding members established a base from which they have realized some of their goals. They have established a special food program for families that are in need of food in emergencies; they have participated in discussions with the Redwood City Police Department for the betterment of services; they have given their support for candidates that have run for non-partisan offices; and finally, they have promoted an annual 16th of September three-day celebration of Las Fiestas Patrias which this year will include the Mariachi Superstars Show on September 16 and a night parade on September 17.

The members of CMA is unlimited and open to all persons without regard to race, religion or national origin, but with particular emphasis to the married couples who are Spanish-speaking and those persons who are interested in our programs.

For further information regarding booth rentals, parade entries or about the club, please write to P. O. Box 461, Redwood City, Ca. 94034.

UNSECURED TAXES DUE

Unsecured personal property taxes are now due and they will become delinquent if they are not paid by 5 p.m. on Aug. 31, Edward N. Glaeser, the County director of finance, reports. Penalties will be added after that date.

Unsecured property includes such things as inventory, fixtures and equipment, improvements on leased property, boats, airplanes and all other personal property not included in the regular real estate or property tax bill.

To be paid on time the taxes must reach the Tax Collector's Office, First Floor, 70 W. Hedding St., San Jose, by 5 p.m., Glaeser explained. Payments sent by mail must be postmarked before 5 p.m.

Glaeser warned that the state law requires him to add a six per cent penalty, plus costs, to any tax bill not paid by that time. If the taxes are still not paid by Dec. 31 an additional charge of one per cent per month is added.

Unsecured personal property taxes are based on the value of the property on the lien date, which was March 1, for the 1971 tax year. An owner is still responsible for the tax on personal property sold or otherwise disposed of after the lien date.

For Your WEDDING INVITATIONS

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Humberto or Bert Garcia

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Election for Restructuring of ESO Neighborhood Councils Set for August 28

An election for restructuring of Economic and Social Opportunities, Inc. (ESO) Neighborhood Councils for the north, central and south county will be on Saturday, Aug. 28, 1971. The purpose of the ESO election is to give the low-income community more representation on the councils. The polls will be open between 8 a.m. and 5 p.m. Aug. 28. All low-income residents of Santa Clara County, 18 years or older may vote. All individuals who need transportation to and from the polls should contact their nearest Neighborhood Council.

The candidates are in the process of being screened for their eligibility. A list of all eligible candidates will be available at the polling places Tuesday, Aug. 24.

For more information call Mike Kirkpatrick, 298-3977, or your local Neighborhood Council.

The tentative polling places for North County will be:

PALO ALTO CONSUMERS EXCHANGE

436 Waverly
Palo Alto, Calif.

CSO ALVISO 1568 Liberty St. Alviso, Calif.

SUNNYVALE COMMUNITY SERVICES

570 Sunnyvale Ave.
Sunnyvale, Calif.

SIERRA VISTA 431 Calderon Mountain View, Calif.

LAFAYETTE COMMUNITY CENTER 1425 Lafayette Santa Clara, Calif.

LOS GATOS SENIOR ACTION CENTER

123 E. Main St.
Los Gatos, Calif.

WEST VALLEY SENIOR CITIZENS 41 W. Rincon Campbell, Calif.

The tentative polling places for South County will be:

ST. CATHERINE'S CHURCH 17400 Peake Ave. Morgan Hill, Calif.

TRABAJADORES ADELANTE 383 S. 1st St. Gilroy, Calif.

RANCHO LA POSADA 14290 Murphy Ave. San Martin, Calif.

The polling places for Central County will be:

GARDNER NEIGHBORHOOD CENTER 801 Willis San Jose, Calif.

EAST SIDE CENTER 2070 Alum Rock San Jose, Calif.

ALMA NEIGHBORHOOD CENTER 1486 Little Orchard San Jose, Calif.

LAS ALTENITAS 3166 Monterrey Rd. San Jose, Calif.

ECONOMIC & SOCIAL OPPORTUNITIES, INC. 841 The Alameda San Jose, Calif.

LOS OBREROS 42 S. White Rd. San Jose, Calif.

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Iz. a der: Santos Lopez, Rudy Sanchez, Dan Ramos, Juanito Silva, Jesus Reyes Valenzuela y Rene De Luna felicitan al gerente de este popular centro nocturno Bob Aguilar.

SAM y ROCKY LOPEZ presentan

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Tienen el honor de invitar a Ud. y a su
apreciable familia a la

MISA de ACCION de GRACIAS

Sabado 21 de Agosto 1971, a las 11:00 a.m.
Iglesia Nstra. Sra. de Guadalupe
2020 E. San Antonio

Chambelan: Henry Martinez

Recepcion: Past Time Club — 315 N. 10th St.
Cena 3 a 5:00 p.m. Baile 8 a 12:00 p.m.
San Jose, California

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Es nativa de San Jose, California
Asiende a la escuela
ANDREW HILL HIGH



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Real Estate and Records

If you are a property owner, the smartest thing you can do is to have a *proper file* on your property. Buy legal size file folders to hold important documents of ownership and papers that will accumulate over the years.

The first folder should be titled "Ownership Papers." It should contain your Realtor's name and phone number, the deposit receipt, deed, title policy, copies of the promissory note, escrow closing statement, inventory, and bill of sale.

The second file should be entitled "Insurance." In this folder insert the name, phone number and address of your insurance agent. Place your fire and liability insurance papers in it.

The third file folder should be labeled "Leases", providing you have rental units. This file is for rental agreements, correspondence and other related information.

The fourth file folder should be labeled "Bills—1971". Make up a different one for each year. Retain all copies of bills paid. The importance of this cannot be overstressed. If you own income producing real estate, you can deduct these expenses when filing your income tax return. If your home is your single real estate investment, then you can deduct these expenses (repairs and maintenance) from the profit when you sell. Of course you already know that all real estate taxes are deductible on your income tax return.

And of course, there should always be a folder marked "Miscellaneous" for anything not properly filed in any other folder.

If your bookkeeping has become more than you feel you can handle, ask an accountant to help you set up bookkeeping records for your particular case.

If you have up to four rental units, you can simply use a columnar book. Use one page for income and another page for expenses. At the end of the year you will have

a simple tabulation to determine your annual income and expenses for your income tax return.

If you are a large real estate owner with many rental units, you'll need a more sophisticated method of bookkeeping. The Tri-County Apartment Association has forms for this purpose. Keep separate records and separate checking accounts for each property. Do not commingle funds from different properties.

Maintaining files and proper records on real estate is easy and takes little time. It can save you many dollars when you fill out your tax return. Files and records measure the economic prosperity of any given property; and a prosperous property is a profitable property. You can tell anyone, I said so.

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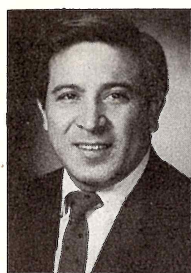


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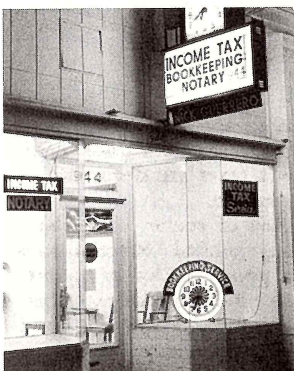
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FILOSOFIA POETICA

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Francisco A. Sierra

El Bien y el Mal

No hay nada más justiciero
que un pensamiento profundo
donde el Bien sea lo primero
y de engaño ni un segundo.

¿Dónde empieza el Bien y el Mal?
¿Es innato en cada quien?
¿Está dentro en cada cual?
¿Cómo empieza el Mal y el Bien?

Hay "fuerza de la razón"
y hay "sinrazón de mal fuerza",
ésta tuerce evolución,
aquella evita se tuerza.

Fuerza de mal son los vicios
que al plan general divino
tratan de hacerle artificios
con drogas o mucho vino.

Es también mal lo nocivo
de los seres vegetales;
y lo flojo y lo excesivo
de animales y mentales.

Mas si se va en rectitud
sin la tentación del mal...
crece el Bien que es virtud
en cuanto al plan general.

Y "sentido" y "corazón"
en mentales y animales;
y pensamiento y razón
en seres espirituales.

Pues va dentro en cada quien
lo divino y lo infernal.
Una es la fuerza del Bien.
Otra es la fuerza del Mal.

Una es "la oxigenación"
con la que Dios dio la vida.
La otra es la exageración
sin cultivo ni medida.

Una es esencia de Amor,
de Saber y Bienestar.
La otra es "extracto odiador"
que abusa y da malestar.

Una acepta las razones
de muchos males ajenos.
La otra en cuestión de opiniones
no perdona ni a los buenos.

Una ve las buenas cosas
que muestran las demas vidas.
La otra las cree peligrosas
o que también son fingidas.

Una logra mil ensueños
con noblezas muy sencillas.
La otra mixtifica sueños
o los vuelve pesadillas.

Una siente la ilusión
de los hijos y el hogar.
La otra siente la ambición
del poder y del gozar.

Una admira el arte ajeno
y hace culto a toda ciencia.
La otra envidia un ser ameno
y cultiva la impaciencia.

Una antepone el deber
gozando su cumplimiento.
La otra usa sólo su "ver"
sin ver el discernimiento.

Una preside los "cielos"
con amores y noblezas.
La otra se aferra a los suelos
e impulsa torpes bajezas.

Aquí empieza en cada quien
todo el Bien y todo el Mal.
Cada mal y cada bien
está dentro en cada cual.

De todo lo anterior, fundo:
que el progreso verdadero
es adaptarnos al mundo
y que el Bien sea lo cimero!

El poder de la oración,
cuando hay sano sentimiento,
es otra comprobación
del poder del pensamiento.

Francisco A. Sierra



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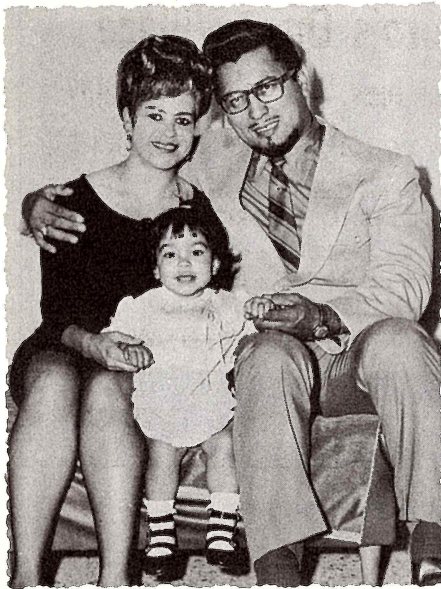
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Rudy Belluomini, well known for his activities in the Mexican-American community and Communications Community Representative for the San Jose Model Cities Program for over a year, has been appointed as Housing Education Coordinator for the City of San Jose.

Thomas W. Fletcher, City Manager, appointed Belluomini to head the Housing Education Program, a Model Cities Project to provide residents of the Model Neighborhood Area with educational programs on home ownership financing, home improvements, maintenance and community development. This program is under the supervision of Luis Juarez, director of the Community Development Department in the City of San Jose.

As Housing Education Coordinator, Belluomini will plan and develop a curriculum that will encompass the objectives of the project. Such curriculum shall include and answer the following: Home building financing, how to apply for a loan, construction information and house plans, where "do it yourself" can be effective, i.e., insulation, tile, painting and their placement, planting methods and maintenance, interior furnishing, appliances, family budget, planning family recreation, clothing, the economics of food planning, family health education and community participation and education. He shall recruit instructors to teach these classes and select locations in the Model Neighborhood Areas of Gardner, Olinder, Mayfair

and Tropicana districts.

"Having had the opportunity to work for the Model Cities, Inc., the past year, I feel that I am now ready to work in the field of housing, especially since the Housing and Environment Task Force members are willing to assist me in any way to better serve the Model Cities residents," Belluomini stated.

Belluomini is a member of the San Jose Mexican Chamber of Commerce, Council of Latin American Affairs, board member of the Volunteer Action Center, San Jose Public Relations Round Table and honorary member of the Club Atlas Futbol Soccer Team. He has also worked for the Cannery Workers Union Local No. 679 from 1959 to 1969 as a Union Representative.

He is an Army veteran, seeing action in Korea. Belluomini was honorably discharged in May, 1951. Graduated from San Jose City College with an AA Degree in 1959, he lives with his wife Irma and daughter "Gigi" at 1163 Terilyn Ave.

* * *

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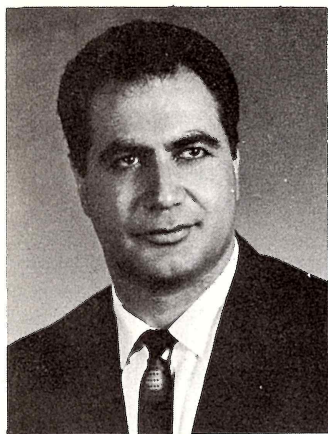
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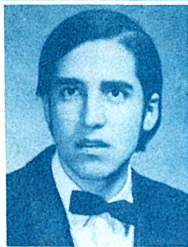
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Social Editor

IS THE AMERICAN FAMILY AS WE KNOW IT, IN DANGER of SEPARATION?

Today's 'family' is very diffinitely, and at an exceedingly rapid pace, becoming less and less important in society. Though change may be a threat to a few and though some aspects of the past need to be preserved, certain alterations must be made. - An organism that fails to adapt to a changing enviroment soon becomes extinct. This is one reason why dinosaurs no longer inhabit the earth. They could not adapt.

There are numerous and exceedingly complex reasons responsible for the change, virtually none of which are, or can be controllable.

Since the turn of the century we have turned from a agricultural, rural, and authoritairian society, to an industrial, urban, and democratic one. With our populace rapidly becoming more aware of its environment, we are reasoning and concluding less emotionally and more rationally and logically.

As Aristatle once said, fact and logic is the lowest common denominator or solution to virtually every man-made problem. It is also the basis for all knowledge.

GROWING DIVORCE RATE

(year)	(number of U.S. divorces)
1900	55, 751
1920	170, 505
1940	264, 000
1960	390, 000
1969	4, 930, 000

Why, in 1970 did California experience more divorces than marrages? Why were there nearly 2 million divorces nation wide?

It is difficult to cite an exact figure representing the number of different grounds for divorce in the U. S. However, the total number of different grounds is between 35-40.

Figures reported by the National Office of Vital Statistics disclose that some 90% of all divorce suits are based on two grounds. Cruelty and desertion. Adultery is used as a legal ground in less than 2% of all divorces.

Although all marriage ceremonies require the parties to plege "Till death do us part," the fact that so many divorces occure suggests that many couples do not take this seriously. Probably what they are really pledging is "Until our happiness doth cease."

Many people believe divorces break up families. This is not so. The broken family is not the result of divorces. Divorce is the result of the broken family.

Divorce is still a symbol of defeat in the minds of many but it does not carry the sting of guilt, embarrasment and scorn that it once did.

Not only are adults living a faster pace of life, but so are their children. When dating is permitted in grade school young people by the time they are fifteen or sixteen, may feel that everything has been experience.

Since the turn of the century, men are marrying about three years earlier and women about two years earlier. Of course, this does not mean that a marriage at twenty is doomed to failure. It simply means that it is statistically risky. And the risk increases as the age of marriage decreases.

The quick and relatively inexpensive divorce procedudres have undoubtedly had an effect in the growing number of divorces.

Over two-thirds of all divorces today involve children.

(continued next page)

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American family . . . (CON'T)

Perhaps with the increased knowledge of psychology, parents are figuring that either one of them can rear their child or children without the assistance of a spouse.

BIRTH CONTROL PRACTICES

AND FAMILY SIZE

The use of mechanical devices and chemicals as contraceptives began to spread rapidly in the early part of the nineteenth century among middle and upper classes of France.

Families today can have children when want them and in the numbers they desire. Since children seldom have any economic value such as farmhands or contributing members, it is all the more important that family size be limited. It is expressed well in the motto "Every Child A Wanted Child." In 1790, the approximate size of the average household was 5.79 persons. In 1957, one hundred sixty-seven years later, the average family size was 3.34 persons.

Logically this is very laudable. Unless the population is controlled by some means we will have to face such problems as: population density, disappearance of natural resources, poverty, disease, greater possibility of a nuclear holocaust, unemployment, inflation, pollution, rise in crime, food and housing shortages & possible famine.

DECLINE OF THE AUTHORITY OF

HUSBANDS AND FATHERS

It was not so long ago when every marriage ceremony included a promise to "love, honor, and OBEY", but only on the part of the wife. Today there are few rights that women do not enjoy along with their husbands, and most husbands seem to accept, if not like the arrangement. The new roles of both men and women in modern society call for a broader participation and experience in the affairs of the family. This is good. The new role of the modern husband permits him to be a team worker with his wife. In fact the whole family, including the children is a team. The husband is no longer the captain of a ship, shouting commands to a subservient crew. He is also learning

that he can express his masculinity though emotions formerly reserved for women. This is enriching his emotional life.

INCREASE IN PREMARITAL AND EXTRAMARITAL SEXUAL RELATIONS

Nearly 40% of all married couples experience sexual intercourse with someone other than their spouse prior to marriage.

With an ever increasing number of common law marriages it is possible to enjoy the benefits of marriage without having the 'binds' which a marriage certificate often holds.

Sexual experiences outside of marriage is as old as the history of man. However, there are at least three significant changes taking place on the current scene. The first is what appears to be an increase of both premarital and extramarital relationships. Studies made by Masters and Johnson reveal that there is a definite increase of such experiences. - Thus, the increased freedom of expression acted on for women in other areas has also appeared to extend to the sexual sphere. A third change noted is the increasing number of "good" women who engage in such relationships. And finally, there has been a decrease in the number of prostitutes.

Probably the most conspicuous change to take place is American sexual behavior is the freer, more open attitude about sex. Sex appeal is capitalized upon to help sell autos, food, toiletries, and farm equipment. Popular songs, books, movies all boldly depict sex.

RELIGIOUS ROLE

Religion in American life is paradoxical. On the one hand a larger percentage of population belongs to religious institutions than ever before in the history of the country (65%). On the other hand, there seems to be a consensus among clergymen and behavioral scientists that religion, as a potent force motivating American behavior is on the decline.

Many people have felt and still do feel that as soon as topless nightclubs were

(continued next page)

PAT VASQUEZ Community Liaison in the Milpitas Unified School District



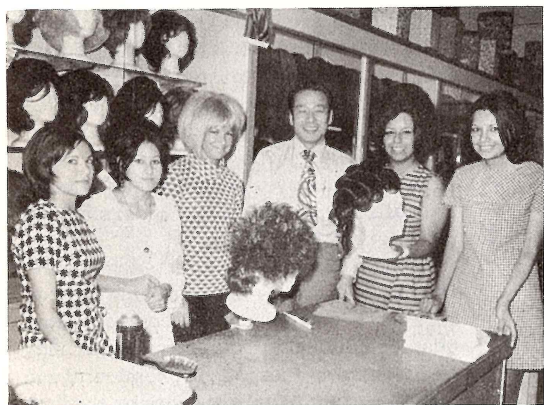
Pat on the right, gets a hand shake from the 40th district state assemblyman from the Los Angeles area.

Patricio was formerly one of the best carpenters in Northern California, but... according to Him, he has SEEN THE LIGHT,

he wants to be a PERFECT SPECIMEN, doesn't drink, doesn't smoke, doesn't eat (due to his strict vegetarian diet) and lost all interest in women.

It must be wonderful to be PERFECT? His pastime must be cutting out paper dolls!

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American family . . . (CON'T)

sanctioned, the entire nation would start in an unreversable downward trend toward a moralless society. Many topless nightclubs in San Francisco and all over the country are now on the verge of bankruptcy.

Recently in Denmark, all restrictions on depicting sexual scenes were lifted. The sales of such material fell about forty per cent. - Could it be that it was more attractive when it was FORBIDDEN?

When a personage is exposed and subjected to 287 Christain denominations, each one claiming to be the true religion of Christ, how is he suppose to follow & believe in any one of them when they are continuously in theological disagreement? Catholics, Protestants, Jews, & Baptists have as much in common as an American and Chinees. Yet every denomination will vouch to the validity of his religion.

Religion plays an important factor in binding marriages, but obviously only on a psychological level. It is within my belief that an individuals morals and religious standards are 90% based on an emotional and psychological need. Much of society, especially younger people are asking questions concerning morals and religion that neither society, law or the church can give a logical answer to. With this comes the rationale of "Who Am I Really Hurting?" Unless someone can arrive at a rational, logical, plausible answer to these questions,

our morals will undoubtedly continue to change.

Music with its demonstrative lyrics and advocacy of individuality, freedom and peace, along with newspapers, magazines, and outspoken individuals, have indirectly coerced both young and older people into realizing that there are an exceedingly large number of flaws in our society that must be changed.

IMPORTANCE OF COMMUNICATION

Communication would open many avenues of understanding, openness and hon

esty if people were more willing to sacrifice a little 'effort'. Human beings are in a sense completely different. Yet fortunately they are EXCEEDINGLY ALIKE! All humans experience physical & emotional feelings. All have likes, dislikes ambitions and certain inalienable needs. One of the most perplexing problems is that of maintaining a frank, respectful & uninhibited exchange of thoughts, feeling, and ideas. This is not always simple. Anyone who really tries to communicate makes himself vulnerable to rebuff. The importance and notability of communication between human beings can never be over emphasized. Many problems of communication revolve around the relation between message and metamessage. It is not enough to say what you mean. You have to sound and act as if you meant it. There has to be congruence between message and metamessage. If there is such congruence - if you look amused when you say amusing things, - if you look angry when you say angry things, - if you look and sound sincere when you tell someone that you love them - people may disagree with you, but they will not doubt your openness or sincerity.

Children are often better than adults at understanding metamessages. As infants we do not understand words, what we understand are tone of voice, gentleness or harshness of touch, whether of love or irritation or anger. Most of us, except for the oververbalized and intellectualized, retain this understanding throughout our life span.

In conclusion, the worst enemy within todays family is not a growing divorce rate, or widely used birth control methods, or decline of authority of husbands and fathers or increase in premarital and extramarital sexual relations or the lack of religion as a potent motivation, but a general COMMUNICATION GAP. An individuals thoughts, feelings and spoken words should coincide with one another.

As stated in the beginning, by applying fact and logic and expressing your true thoughts and feelings, many family problems CAN BE RESOLVED.

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George Perry, coach of the Little League baseball team, the "Sharks", at the County Children's Shelter, stands with four members of the National Assistance League, Helen Grosh, Anna Mae Aube, Marilyn Jones and Margaret Devine. The team members are wearing the shirts donated by N.A.L.



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COMENTARIOS



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ENCUENTRA en UNA ESTACION de FERROCARRIL

En una oportunidad el locutor de una emisora hizo una encuesta en la estación ferroviaria mas grande de la ciudad. Micrófono en mano, detenía a una persona tras otra, y les hacía esta pregunta: Usted cree que es posible saber con seguridad que uno va a llegar al cielo?

Su fin no era discutir, ni adoctrinar sobre el tema, sino simplemente averiguar qué cree la gente al respecto.

Un universitario respondió - Claro que no.

- Por qué no?

- Bueno en primer lugar, hay que comprobar que existe un cielo.

- Y que opina usted?

- Yo creo que no hay. Me parece difícil. A mi parecer, una vez muerto, se acabó todo.

Otro entrevistado fue un abogado, quien pensaba que uno de veras va al cielo si es bueno - es decir si guarda los Diez Mandamientos. Sin embargo no pudo establecer que él mismo, ni nadie jamás lo ha hecho. Otro hombre creía que nadie puede saber con seguridad, pero por lo menos debe hacer todos los esfuerzos posibles para ser bueno y no hacer mal a nadie. Un comerciante se inclinaba a creer que sí. Estaba bastante seguro en cuanto a que él iría al cielo, aunque no podía explicar sobre que base.

Una mujer citó la Regla de Oro. Otros confiaban en "guardar las leyes y los reglamentos" pero no podían definir cuáles son. Un vendedor ambulante contestó que uno va al cielo si observa las leyes de su religión, cualquiera que sea. No pudo explicar qué sucede cuando las

leyes de una religión contradicen las de otra.

Algunos indicaron que la fe tiene algo que ver. Un hombre opinó que el derecho de ir al cielo era principalmente cuestión de creer, pero no tenía idea de qué es lo que hay que creer.

De 18 personas interrogadas, ninguna demostró haberlo pensado bien y nadie citó una autoridad que respaldase su opinión. Algunos pensaron que era presuntuoso decir que uno está seguro de ir al cielo.

El saldo de opiniones dejó un cuadro triste. Si no hay respuesta mas firme y optimista, entonces vivimos en constante incertidumbre, Dios nos ha abandonado y estamos perdidos. Qué será la respuesta basada en la autoridad de la Palabra de Dios?

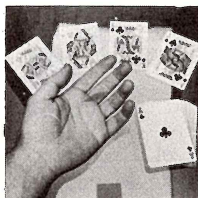
La duda y la incertidumbre no se encuentran en la Biblia. En cambio el propósito de la Biblia es comunicar confianza y seguridad. No será una contradicción si Dios le ofreciera al hombre la salvación y la vida eterna y entonces le dejara para que averigüe recién después de la muerte (cuando ya es tarde) si la tendrá o no? Dios nos dice como entrar al cielo en términos tan claros que cualquiera puede saber si va o no.

Jesús dijo: "Voy, pues, a preparar lugar para vosotros. Y si me fuere y os preparare lugar, vendré otra vez, y os tomaré a mí mismo, para que donde yo estoy, vosotros también estéis".

El ya está en el cielo y tenemos su palabra que allí es donde nos va a llevar a nosotros.

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* * *

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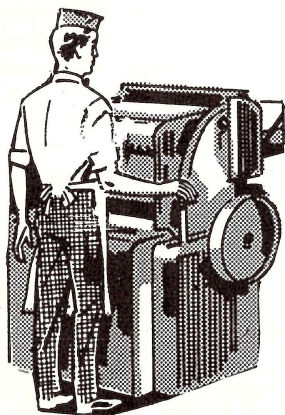
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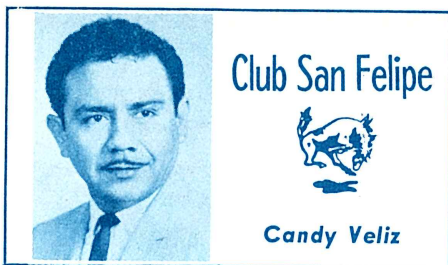
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Club San Felipe



Candy Veliz

Club San Felipe anniversary ball was a complete success. Thanks to all the nice persons that attended. Our sincere thanks and appreciation to our dance sponsors who were: Maria's Nite Club, 728 North 13th Street in San Jose, who donated Jim Plunkett's picture frame. The name plate was donated by Chico's Food Products, 1819 Walsh Street in Santa Clara. The trophy for Club San Felipe outstanding member was donated by La Empresa De Los Grandes Espectaculos. Hacienda Discount Furniture, 960 East Santa Clara Street, San Jose, donated the queen's crown. The queen's flowers were donated by Contreras Inn, 93 Willow, San Jose. Dowdle Emmerson Mortuary, Lena M. Gomez, proprietor, donated the outgoing president award. A million thanks.



In photo we see three squares. The one in the center is Hiram Alvarado. Hiram hails from Pearsoll, Texas. He came here to visit his good friend, Gama Guevara. I was just introduced to Hiram and I found him to be a great person and a good friend. When Hiram left he said, "I shall return," and that he will in the very near future. Licha he says you are a great person. Ditto.

Councilman Joseph Colla is dead set against the City Council filling the Council vacant seats by appointment. I strongly disagree with him. We have to think of the time element, the backup of work, not to

mention all the money that is going to be spent in an election. If Mr. Colla doesn't want to vote for a Mexican-American, he can always abstain from voting and give some lame excuse for it. Josesito, en que quedamos por fin nos quieres o no nos quieres.

NOCHE NORTENA

Club San Felipe will present a "Noche Nortena" on Saturday, September 11, from 8:30 p.m. to 1:30 p.m. at the Starlight Ballroom in San Jose. We have three of the best norteno groups lined up with prize for best dancers as well as door prizes. Get your ranchero duds ready. The date is Saturday, September 11.

Mr. & Luis Elvira Hernandez and son from Del Rio, Texas, vacationed a few days in San Jose, and needless to say it was very enjoyable to them. Mr. Hernandez is the principal of the Garner Elementary School in Del Rio, Texas. Luis better late than never. Congratulations and good luck to you and your family.

The Tropicana Lounge at the Tropicana Shopping Center, 1153 South King Road in San Jose, is now open. Dancing, cocktails and food with the finest atmosphere. Ted Rivera & His Sonora Mariano plus other bands are providing the music. For an evening of fun—The Tropicana is the place.

Thanks to Lupita Suarez and our MC at the Club San Felipe Anniversary Ball, as always she did a beautiful job and Club San Felipe appreciates it.

Fermin and Roberto Ramirez Jr. came from Mexico City to join their dad, the one and only Robert Ramirez Sr. Fermin and Roberto Jr. are fine gentlemen, just like their dad. We hope their stay here is a pleasant one.

Ramon Ayala faithful fans, Linda and Bertha Garcia, didn't let him down. They were the first ones at the pavilion and at the Starlight listening to his music. If you like nortena music, he is tops.

If it's air conditioning you need; if it's heating or refrigeration that you want, call Dan Vasquez at 286-9211. He will solve all your problems and he is very reasonable. His business is located at 701 Lane D, Unit 37, Kings Row, in San Jose. Call 286-9211 for prompt and efficient service. It's called Santa Clara Air Conditioning Service. We thank you.

FLASH

I hear tell that in Del Rio, Texas, there

(continued next page)

SAN FELIPE (CONT.)

is going to be just one school district, one high school; apparently they are going to do away with our alma mater, San Felipe High School. They might take away the San Felipe High School, but never Club San Felipe. Exes the next move it yours.

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*Mr. and Mrs. Manuel Nanez
announce the engagement of their daughter*

Marie Cecilia

to

Mr. Ralph Martinez

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IRMA SERRANO

SEPTEMBER 16, 1971

MARIACHI SUPER STAR
 S H O W

Thursday, Sept. 16
 at 7:30 p.m.

Saguoa High School
 Stadium

El Camino Real & Broadway
 REDWOOD CITY, CALIF.



LUCHA VILLA

MARIACHI SUPER STAR SHOW -- TICKET PRICES --
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Thursday Sept. 16

CROWNING of the MEXICAN
 INDEPENDENCE QUEEN
 AT 7:30 P.M.

SEQUOIA High Aud.

Hidalgo St. MERCADO

(On Hamilton Street)

12 Noon to 11:00 p.m.

CURIOS — FOOD — CRAFTS
 MARIACHI — VARIETY SHOW

Friday, Sept. 17

(Downtown Redwood City)

12 Noon to 11:00 p.m.

Hidalgo St. MERCADO

MEXICO'S INDEPENDENCE
 CELEBRATION PARADE
 At 8:00 p.m.

Saturday, Sept. 18

12 Noon to 11:00 p.m.

9:00 p.m. — 1:00 a.m.

Hidalgo St. MERCADO

MEXICAN INDEPENDENCE
 QUEEN DANCE

(Location to be Announced)

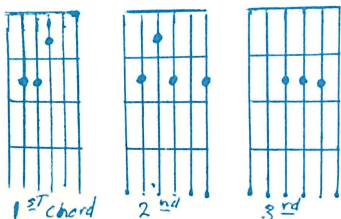


CUERDAS MUSICALES

*

PABLO CURIEL

E Major (Mi)



"Los Laureles" Ranchera

This song was one of the request ed numbers we enjoyed singing at our recent performance for Operation SER's grand opening. "Los Laureles", may be accompanied with guitar as per the following diagram, just follow the num- bers.

(1) Ay que laureles tan verdes, que flores tan encendi(2)das, si piensas abandonar- me, mejor quítame la (1) vida, alza los ojos a ver (2) me, si no estás comprometi (1) da.

(1) Eres rosa de castillo que sola en Ma- yo se (2) ve, quisiera hacerte un envite pero la verdad, no se (1) si tienes quien te lo evi (2) te mejor me sapara (1) re.

(1) Eres mota de algodón, que vives en el capu (2) llo, ay que tristeza me da cuan- do te llenas de orgu (1) llo de ver a mi cora (2) zón enredado con el tu (1) yo.

(1) Ahí les va la despedida, chinita de mis quere (2) res, la perdición de los hombres son las malditas mu (1) jeres, así se acaban cantan (2) do los versos de los lau (1) reles.

FIN

Do you remember songs of yesterday? call me and let me know your favorite(s). 227-8267 or write to me at 3853 Cas Dr. San Jose, California 95111.

"A Nuestras MADRES con La Estrella de Oro"

Seca tus lágrimas, valiente ma- dre, con la estrella de oro; como te con- solaremos a ti, que llevas para siempre La Estrella de Oro.

Tu hijo dió su vida por la tierra que nosotros adoramos, y su valor per- durará para siempre en el corazón de cada madre.

Tu has dado parte de tu carne y de tu sangre; tu has dado sacrificios, y tus grandes sueños se han perdido.

En público, tu tratas de reir, aun que tu corazón esté haciéndose pedazos.

Rueguen por el todos los días, y el será la estrella que las guía. El cielo está siempre azul, y al otro lado del Ar- co Iris, es donde tu hijo, el niño que se hizo soldado, te espera a ti.

Libre al fin, de los pecados y ma- licias de este mundo, y de los horrores de esta guerra; en ese magnífico cielo, rodeado de angeles, está el joven que tu adoras.

En sus ojos están las estrellas que brillan en el cielo, y en su cara, la sonrisa de amor que tanto extrañas.

En el reino de Dios no hay lágrima- mas, ni sufrimientos, ni preocupaciones; el está esperándote con los brazos abier- tos, y sabe que un día tu estarás con él.

América está orgullosa de ti; de tu sacrificio, y del hijo que has dado pa- ra salvarnos; y la corona que llevas pu- esta, la has ganado.

Dios mismo te recompensará, Ese Dios que dió al mundo su único Hijo, para nuestra salvación.

Escrita en Inglés por:

Mary Singer Goudemant.

Traducida al Español por:

Armando Chapa.

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CRITICA SOCIAL

FOR
RUBY
BELLOUMINI



"Yo se que tu crees que comprendes lo que tu piensas de lo que te dije, pero no estoy seguro que tu te das cuenta que lo que tu oyistes no es lo que quise decir" ... I know that you believe you understand what you think I said, but I'm not sure you realize that what you heard is not what I meant.



On Thursday, August 12, twenty-one employees of Levi Strauss & Company and participating members of the community of S. J. received certificates with graduation honors for completing a course on conversational English. Since its beginning in January, 1971, the program has been sponsored by the Catholic Youth Organization in cooperation with Operation S.E.R. In the picture are the graduating students, their teachers and Mayor Norman Mineta, who congratulated the students on behalf of the city of San Jose. "Mientras nos dure la vida, lugar tiene la esperanza."



Introducing the officers of the San Jose City Housing Tenants Assn. Sitting from

left to right: Pres. Betty Kessler, Sec. Margarita Ramirez, Treas. Jenny Padilla. Standing, L-R: Vice-Pres. Emile Guzman; Dir. of Housing Authority Mr. Howard Swartz, and Alejandra Carrasco, member of the board of Directors. The purpose of this housing group is to meet the needs of all tenants of S. J. City Housing Authority such as maintenance, education, recreation, housing, etc., etc. If you would like to know more about this very active "Women Power" group, call Betty 259-3895 or Emily 272-0935. "Cuando las mujeres se juntan para una buena obra, ni quien se les ponga en frente."



Amateur Boxing Matches were recently held by Las Alténitas Recreation Center in South S. J. In the flyweight division, Ralph Grimaldo, age 15, of the Eastside Boxing Club won by a TKO; in the foto, L-R are: Boxing Coach Henry Carbajal, Ralph G., Referee Beto Oriel and Boxing Coach Terry Sanchez. The event took place at the patio grounds of El Taconazo Club. "Aunque veas pleito ganado, vete con cuidado."



Danny Ramos, proprietor of El Tropical Nite Spot, was presented with a swinging birthday party not too long ago by a group of admirers as witnessed by this foto. His only reaction to the gala affair was the fact that he turned "39" again. "A cada quien su gusto le engorde."

(continued next page)



Miss Gloria Duarte, age 17, is trying out a "Passion Puff Seat" from The Pillow Factory. They are so comfortable you just hate to get up. Made out of good durable upholstery material with velvet tops and naga-hide bottom. You can get them in the mama, papa or baby size. Drop in at 999 So. 1st St. or call Corky 275-6808. "You must feel to believe."

MINI NOTES: The California State Government announces 30 job openings with the State Department of Justice and the California Council on Criminal Justice at a salary range of \$10,350 to \$18,500 depending on experience in community relations and crime prevention. If applicant speaks Spanish and is an ethnic minority, call Don DeVore, Calif. State Personnel Bd., Sacramento; call collect (916)445-3033 Monday through Friday between 8 a.m. and 4 p.m.

... Jess's Bar & Restaurant is serenading its clientele every Friday night with los Mariachis Perla de Jalisco; you are invited to attend the good times held at 3088 S. Monterey Rd. any time of the week.

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COUNTY SIGNS FOR ALCOHOLISM PROJECT

The County has obtained a grant of \$65,172 in federal funds to provide an educational, information and referral campaign aimed at controlling alcoholism. The contract for the grant has been signed by Chairman Dominic Cortese of the Board of Supervisors.

The County will administer the grant and subcontract with the Alcoholism Information Center to conduct the campaign.

The California Council on Criminal Justice recently approved the grant. Sheriff James Geary had endorsed the program earlier.

The center, which is headed by Robert E. Quigley as director, is located at 1500 Los Padres Blvd., Santa Clara.

The agency is starting its second year of operation.

Some 765 men and 364 women sought help and information from the Center on how to curb the drinking habit in its first 12 months of operation, Quigley reports.

During the first six months 300 persons contacted the center for aid, he explained. Today the calls average 109 per week.

Approximately 40 volunteers have donated 8,348 hours to manning the center's telephone "Help Lines" 24 hours per day. Another 15 volunteers are in training to assist in the program.

The center, which is a special project of the Mental Health Association, also provides professional education and training on alcoholism for industries, teachers, other professions and law enforcement officials. The center staff also conducts community education efforts.

* * *
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ALMA
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Council



EMMA RIZZO



Un grupo de damas de la organizacion pre-
parando un sabroso **MENUDO** para su venta
dinero que sirvio para lograr fondos para
la organizacion.

Informacion por
ALEJANDRO BARRANTES

Una Organizcion al Servicio de la Comunidad

Miembros de la Mesa directiva
de la Organizcion **ALMA**
niños y el organizador posan
en el terreno donde mas tarde
se construyo el
PARQUE de RECREACIONES
para los niños del Area **ALMA**



Primera reunion de niños en el rustico
terrerno donde despues fue construido el
PARQUE de RECREACIONES para los niños
del Area **ALMA**.





*Club
Riviera*



HILLARD PAYER

With vacations almost over, everyone is back home trying to get back to the swing of things, especially your job. Then we all start to save for next year. We have one more holiday left. And it's the last one for the summer. So be careful when you get on the freeways and watch the other driver. Remember we want to see you all for the holidays.

ACHES AND PAINS

We have a few injuries in the club. George Ramirez, son of Mr. and Mrs. Paul Ramirez. While playing at home broke his foot and has it in a cast. He had a trip with his Uncle and Aunt, Mr. and Mrs. Sonny Torres, who went to the state of Washington. But cheer up George, maybe next time you will be able to make the trip. Also Frank Kawakmi has his leg in a cast. He got injured while playing ball against Tracy. I believe he went sliding into second base. He will be out for the season and the tournament at Tracy next month. The team will be hurting at third base. Also Benny Martinez was injured in that game so we are in bad shape for the Tournament. When it rains it pours. Genie Kawakami also went to the hospital for an operation. I believe it was a personal problem. I understand she's home now and feeling better. We the club wish you all who have your aches and pains a speedy recovery and hope you will all be on your feet real soon.

SOFT BALL

Well the season is over for the club only the pay-offs are left. We didn't do too badly, we came in third place and won a trophy. Nice going team. We had our annual game with Tracy Saturday. They came down this time. We lost the game 10 to 5 and 10 innings. Now we have to wait until next year to play them. The club would like to thank Frank Siejas and Benny Martinez for pitching the game against Tracy.

ATHLETIC REPORT

At our last club meeting Paul Ramirez, the coach for Club Riviera, announced that

there will be two trophies awarded. One will be for the most valuable player and the other for best batting average.

NEW MEMBERS

I would like to welcome Mr. and Mrs. Jim Sellars to the club. They joined the club at our last regular club meeting. We hope you and Jan will enjoy yourselves with the club. They are both from San Jose. Congratulations Jim and Jan.

I understand Connie and Mr. G. went to Las Vegas for a little gambling. I hear Connie won but Mr. G. didn't. Better luck next time.

BIRTHDAYS

I would like to wish the following a very happy birthday and may all have many more.

George Ramirez—8-26-71.

Connie Gonzolo—8-7-71. She also had a surprise birthday party at Mr. G.'s cousins. They both thank you for the party.

Julie Marie Warrington—8-20-71.

And to my two daughters, Cynthia 8-18-71, and Theresa Prayer 8-30-71.

A very, very happy birthday to you all.

Hillard Payer.

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Sra. Ninfa Garza e Hijos

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MISA de Primer ANIVERSARIO

que se verificara por el eterno
descanso del alma del

SR. JOSE GARZA

El Sabado 28 de Agosto de 1971, a las 6:00p.m.

en la Iglesia Catedral de San Jose

Calles San Fernando y Market

GILBERTO

Mr. and Mrs. Cruz Guizar

Mr. and Mrs. Manuel Leon

request the honour of your presence at the
marriage of their daughter and son

Magdalena and Gilberto

On Saturday, the fourth of September, nineteen
hundred and seventy-one, at three o'clock
in the afternoon

St. Mary's Church — First and Monterey
Gilroy, California

MAGDALENA

Es nativa de Zacapu, Michoacan, Mex.
con residencia en Gilroy por los
pasados 7 años, atendio al
GAVILAN JR. COLLEGE



GILBERTO

es originario de Choix, Sinaloa, Mex.
con residencia en Gilroy por 2 años
curso sus estudios en Mexicali
GILBERTO es el NUMBER ONE de los
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Escuche sus programas " Variedades 1290 "
Diariamente de 7:00 a 10:00 a.m.
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Domingos de 7:00 a.m. a 8:30



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Por
**MARIA
ANTONIETA
HERNANDEZ**

CONOCE UD. PUERTO VALLARTA ?

No, pues por medio de este relato, ud. podrá mas o menos, darse cuenta de lo que es ese maravilloso Puerto, situado en las alegres costas del Estado

Decir Vallarta, es decir belleza, encanto, embeleso y afortunadamente de cir Vallarta es también decir, trabajo, estudio y progreso.

Para el viajero que gusta de manejar, desde hace poco mas de dos años, de la ciudad de Compostela, Nayarit, se desprende una serpenteante cinta asfáltica, que lo conducirá en una hora y cu renta minutos, hasta el bello Paraíso es condido. Y si este recorrido lo hace a la hora del crepúsculo, quedará fascinado de ese increíble espectáculo.

Y para el viajero, que gusta de utilizar, el moderno y rápido servicio del Jet, notará desde su arribo al Aeropuerto, ese olor a vainilla de nuestros campos y desde ese momento, empezará a descubrir escenas, que el mare magnum de las grandes ciudades, hacen olvidar.

Por las angostas callejuelas empedradas, el viajero podrá admirar el ri sueño caserío, construido de ladrillo, te ja y arena. Así como sus imponentes hoteles, adecuados a todas las categorías y para todas las economías. Desde el ma jestuoso Hotel Camino Real, anfitrión de parlamentarios, que es un mundo de alfombras y sedas, como el típico y colonial Posada Vallarta. Hotel La Fogata, Hacienda del Lobo, Delfin y para los que van en busca de paz y tranquilidad, ahí está el Hotel Garza Blanca.

Sus hermosas playas, ribeteadas se mecen igual, al ritmo que les toca el

viento y su marea no cambia de tonada musical. Como lo son Las Conchas Chinas, Mismaloya (Set cinematográfico del film La noche de la Iguana) La Yelapa o Boca de Tomatlan.

O si el visitante desea agua de río, puede ir hasta el Río Cuale, donde encontrará hermosas cascadas, ocultas entre selvas de palmeras.

Puerto Vallarta vive del turismo, de la pesca y de la agricultura, pero el turista, es el medio principal de vida, pero nunca ha sido una novedad. Ni Cleo patra, la de los ojos lilas, que estremece al mundo, por donde quiera que pasa, conmueve a los lugareños. Aunque si se le reconoce, que gracias a ella, el nombre de PUERTO VALLARTA, es conocido mundialmente.

Y en medio de toda esta afluencia de turistas, que a diario llegan ansiosos de conocer ese Paraíso terrenal, tocados con los ya "clásicos" HOT PANTS, cam i solas a GO-GO y bermudas en todos los colores, se destacan los nativos, con la vestimenta que caracteriza al hombre y a la mujer Jalisciense, costeros sombreros de palma, pantalones y camisas de kaki, y en ocasiones muy especiales, la clásica guayabera, vestidos de manta pintada, con dibujos bordados a manos, trenzas y huaraches. Pero la gente de Puerto Vallarta, es feliz. Lo es porque su futuro está asegurado y porque vivir en Puerto Vallarta es vivir en la Gloria. Atentamente

María Antonieta Hernández.

Mr. and Mrs. Charles Martínez
request the honor of your presence at the

BAPTISM

of their daughter

LAVINA BRENDA

August 7, 1971 at 11:00 o'clock in the morning
Our Lady of Peace Church 2735 Agnew Rd.
Santa Clara, California

Godparents: Mr. and Mrs. Robert Samano

Reception: Our Lady of The Sea - Michigan Ave
Alviso, California At 5:00 p.m.

ALCOHOLISM COORDINATOR NAMED BY COUNTY

Ely Axelrod, 56, a social service consultant with experience in alcoholism control program, has been named coordinator of this County's new alcoholism programs by County Executive Howard Campen.

Axelrod will take over his duties May 24. Until recently he was a consultant with the San Mateo Mental Health Department. He also worked with a county committee there involved in programs for the rehabilitation of alcoholics.

The position of Alcoholism Program Coordinator has been created in recognition of the growing problem of alcoholism within the county, Campen explained. An estimated 29,000 alcoholics are living in the county, he reported.

In 1969 the Sheriff's Department reported a total of 18,600 arrests for alcohol-related problems and in the same year there were an estimated 900 admission from Santa Clara County to Agnews State Hospital for alcoholism.

A task force on drug abuse of the ad hoc Comprehensive Mental Health Planning Committee of Santa Clara County previously identified alcoholism as the county's number one drug abuse problem.

The Alcoholism Program Coordinator will be responsible for the administration of all aspects of the county's alcoholism program, including both inpatient and outpatient services, as well as indirect services.

Axelrod will also have the major responsibility for consultation and evaluation of programs, as well as insuring that adequate data collection is performed and that the entire alcoholism program is smoothly-run and coordinated.

He received a Bachelor of Arts Degree in psychology and English from Western Reserve University of Cleveland, Ohio, in 1936 and obtained a Masters Degree in Public Health Education from the University of California, Berkeley, in 1958.

Honrando a FISHER (proximo campeon mundial)

La NOCHE AJEDRECISTICA de Agosto tendrá lugar en SANTA CLARA, en el salón del Liceo Cubano: 2050 El Camino Real y Scott Blvd, CIVIC PLAZA, Santa Clara, California, 95050.

Las Noches Ajedrecísticas comenzaron hace dos años entre cuatro refugiados en San Jose y Santa Clara.

Hoy disfrutan esa sana enseñanza vecinos de 15 ciudades. Ha venido desde Davis el niño de 7 años Rodolfo Gonzalez; y también uno desde Salinas: el Dr. Portuondo. Otras ciudades han aportado mas de un Ajedrecista.

EL EXCENTRICO felicita al mejor de cada Ciudad:

San José. El Campeón Juan Matías.
Santa Clara, Amada Sierra, 1er. Lugar Fem.
Morgan Hill, el niño de 8 años Eddie Ferner, Campeón Infantil y Juvenil.
Campbell: Antonio D. Bueno.
Cupertino: Manuel Alvarez.
Sunnyvale: Felix Jaramino (donó fotos)
Mountain View: W. Montfort.
Palo Alto: la niña T. Iturriz, 12 años.
Redwood City: E. Varona.
Fremont: la niña Rocío Guerra, 11 años.
Por último una mención especial para los inteligentes niños Jorge Artilles y Lorraine Hansen de Santa Clara; y Luis Mir de S.J.



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Mr. and Mrs. Jess Enriquez

Mr. and Mrs. Crispin Quinones

*request the honour of your presence at the
marriage of their daughter and son*

Rosa Maria and Emilio

*On Saturday, September fourth, nineteen
hundred and seventy-one, at two-thirty
in the afternoon*

*Our Lady of Peace Church - 2785 Agnew Rd.
Santa Clara, California*

ROSA MARIA

Is a native San Josean

With residence in Sunnyvale for the
past 13 years

Graduated from

Sunnyvale High School

EMILIO

Was born in Fresno, California

He is a regular in the U.S. Armed
Forces, currently stationed in
FORT ORD, CALIFORNIA



BAJO NUEVA GERENCIA

Iz. a der: Shirley, Rufina y Wanda

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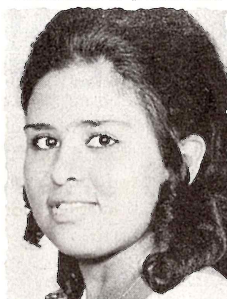
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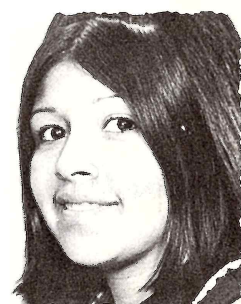
MARIA ORTIZ

Patrocinada por
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San Jose, California

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Ayude asi a que las FIESTAS
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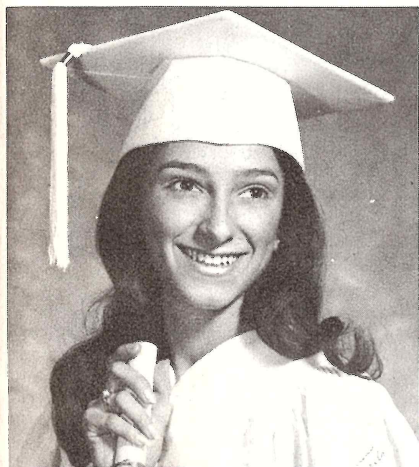
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Charmain Colunga se graduo en Emil R.
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Por la aplicacion e inteligencia demostrada
por Charmein, se hizo acreedora a una
beca otorgada por California State Scholarship
Program. Sus padres, el señor
Raul Colunga y Blanca E. Colunga agasajaron
a la graduada con una fiesta en su
residencia, aistieron sus familiares y
numerosas amistades.

El EXCENTRICO felicita a Charmein
y le desea muchos exitos en el futuro.

Arturo's Quiet Village 293-1010 950 S. First St.

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en Persona
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Domingo 22
De Agosto

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Concurso de Aficionados

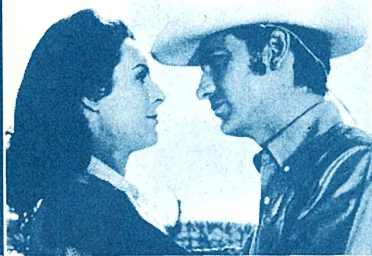
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y JAIME FERNANDEZ
en

**El Hijo del
CHARRO
NEGRO**

con
PRACIELA LARA,
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