

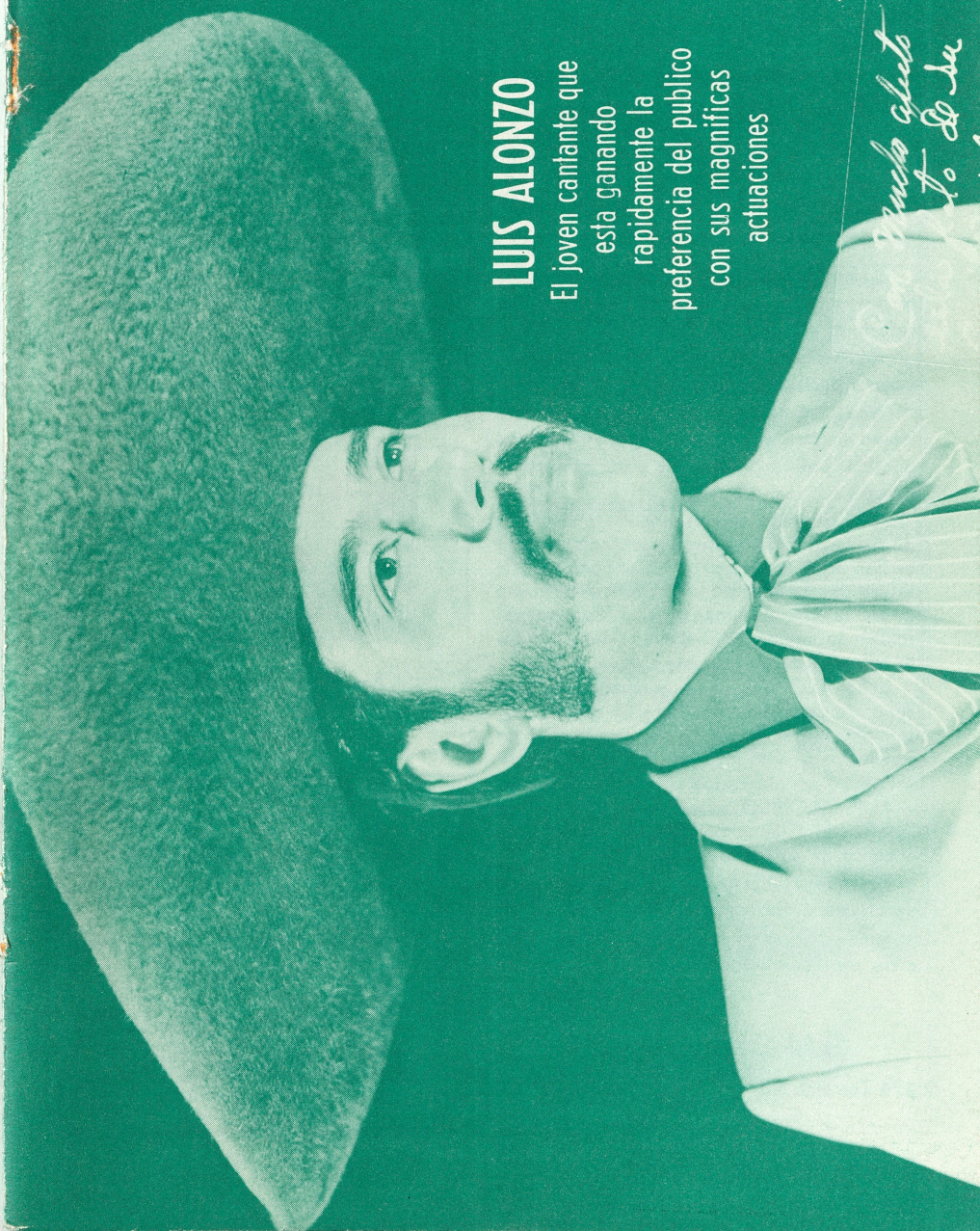
El Excentrico

July 5, 1975

LUIS ALONZO

El joven cantante que
esta ganando
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con sus magnificas
actuaciones

*Con mucho gusto
de la*





LUIS ALONSO

EL EXCENTRICO presenta a sus lectores al nuevo valor de la canción ranchera, nos referimos al joven cantante, LUIS ALONSO, un muchacho que se ha venido destacando poco a poco en la fama y en la popularidad. Estamos seguros que en un futuro no muy lejano, llegará a ser uno de los preferidos del público, por su estilo único para interpretar nuestra música.

La ustedes lo han escuchado por medio de sus grabaciones y sus presentaciones aquí en San José. Muy pronto iniciará una jira por diferentes Estados de la República Mexicana y de la Unión Americana. Próximamente saldrá su nueva grabación, esten ustedes pendientes.

LUIS ALONSO es un muchacho sencillo, lleno de posibilidades, para él no hay distinción, todos somos iguales por que todos formamos un solo mundo; dice el joven artista.

LUIS ALONSO es nativo de Namiquipa, Estado de Chihuahua, México. y se siente orgullosos de su tierra natal.

Por medio de El Excéntrico envia un saludo afectuoso a todos los lectores y les da las gracias por preferir sus grabaciones y asistir a sus representaciones.

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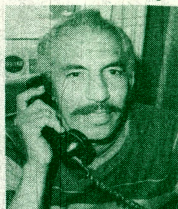
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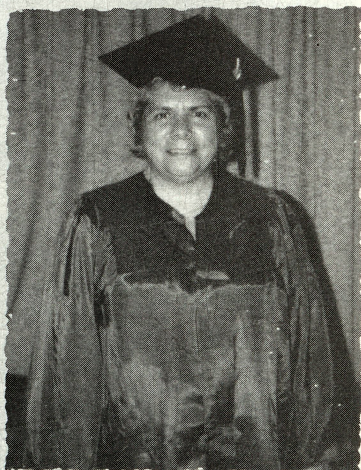
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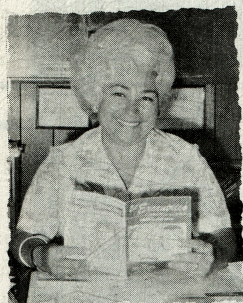
MARY NARANJO

En San José City College, el pasado día 13, al recibir su "A.A." (Associate in Arts degree), la Sra. Mary Naranjo expresó su alegría por la graduación; y su agradecimiento al programa para Latinoamericanos "C.L.P." (Cooperative Learning Program), que estimula y ayuda por igual a todos los que tienen desventajas (idioma, economía, etc.). Principalmente gracias al Director, Señor Armando M. Moreno; al Coordinador de Matemáticas, Señor Francisco Sierra; y a Fausto Vega y Bárbara Goldston.

Concluyó la Sra. Naranjo expresando que continuará estudiando para trabajar en la carrera de Medicina.



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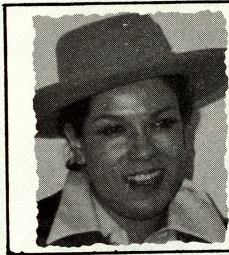
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by
ESTHER
MEDINA
GONZALEZ

They say that sisterhood is powerful. Yet, I find that many Chicanas do not feel comfortable within the Women's Movement. I have tried to explore the differences that are causing the split within the movement and keeping us from becoming true, united sisters.

The frustrations some Chicana feminists confront are sometimes caused by the gabachas' inability to understand our differences. They fail to understand that there is a distinct difference between oppression and suppression. The Chicana has known oppression as a member of La Raza, and she has known suppression as a woman within La Raza.

Most gabachas have not experienced this double oppression. Moreover, most gabachas have not known from childhood the struggle for mere survival.

As a Chicana feminist, I hope someday our daughters will have the luxury of reacting to sexism without having to stop to analyze, if indeed it is not instead racism.

The gabachas are often frustrated by our stronger reaction to racism than sexism; to them we say, "How can we yell louder from the pain caused by a boil when we have learned to live with the pain from an ulcer?"

Often, another area of frustration to the gabachas is our loyalty to our men. To understand it, let us explore two areas that might account for that loyalty. First let me clarify that the male in La Raza suppresses the female in a very protective way. It is almost as though he holds her in a cherished position protecting her from the ugliness out in society. Culturally, a woman is most often treated like a lady until she proves otherwise.

Secondly, we have shared many hurts with Chicanos (be they brothers, fathers, husbands, etc.) when they have not been hired because the employer wanted someone

whiter.

We have held one another as a means of survival against outside forces and that creates a strong bond.

Most Chicanas are aware of the negative aspects of our culture and our men, but we know the positive aspects are worth a great deal. For these reasons, we prefer to use persuasion instead of castration in declaring our independence.

Let us then analyze the affirmative action situation where the gabachas are also included as a minority. Parity for women may be reached without one Chicana getting her chance because if employers have to hire a woman, chances are it will not be a Chicana.

Have you ever tried applauding the second one in line when you are, time after time, moved to the end of the line, waiting for the turn that rarely comes. In the same way, it is often difficult for a Chicana to share a gabacha's triumph in creating equal employment opportunities for women when our Chicano brothers may again be bypassed.

These basic differences bring to focus the conflict in determining priorities. How can you equate the importance of getting into an all male clubs, to improving the status of electronic workers (mostly women) who are demoted, fired, and manipulated by their supervisors without much recourse.

The benefit from trying to change a sexist attitude such as calling women postal workers, postmen, is valid but will be enjoyed by our granddaughters. But, if we set our priorities to changing situations, the compensation is very often immediate. For example, if we change the situation of opening up a traditionally male occupation such as firefighting to women, many women's employment and economic situations would be immediately improved. And a sexist attitude would also change, for it would be difficult to continue calling firefighters, firemen, when half of them are women. Change the situation, and the change of attitude comes more easily.

In my opinion, we can work at eliminating sexism at all levels simultaneously but the priorities must be set where the immediate needs exist. It is, for example, an immediate need to make it illegal not to rent to a woman on assistance. The basic requirements of all people for food, shelter and clothing must be given priority as we work on the

improvement of women's status.

The problems and differences women are facing within the movement in Santa Clara County seem to be reflected by women all over the world at the International Women's Year Conference now being held in Mexico City.

The Chicanas and gabachas occasionally ask me how I feel we can come together. My belief is that feminists must learn to understand the subcultures within the movement and set the priorities that we can all humanistically identify with in order to achieve real power through sisterhood.

Esther Medina-Gonzalez,
Administrative Assistant
Commission on the
Status of Women

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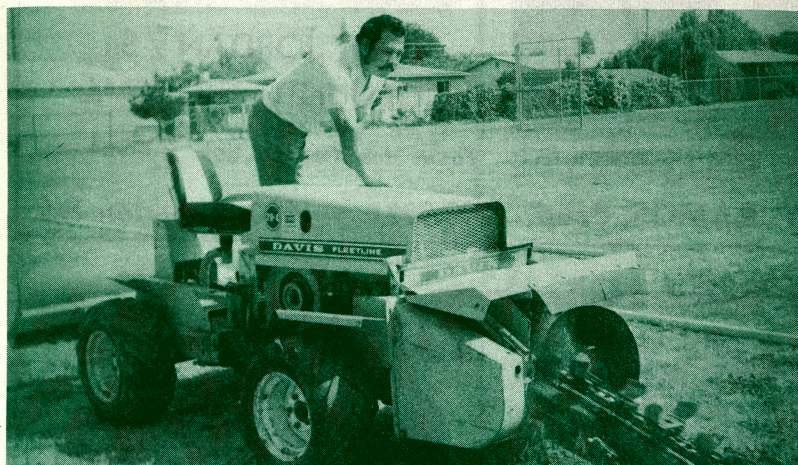
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Aerosol Spray Cans Destroying Ozone Layer of Earth

A federal panel has concluded that it is necessary to ban the fluorocarbon gases used in aerosol sprays.

The panel believes the propellant gases may damage the layer in the earth's upper atmosphere and thus cause increased skin cancer.

According to sources, the interagency panel has drawn up recommendations including restriction of fluorocarbon uses, especially in spray cans, if a more detailed study by the National Academy of Sciences confirms the suspected danger of the gases.

Another move reportedly recommended by the panel is quick congressional passage of a proposed bill that would provide broad federal authority to regulate not only fluorocarbons, but other possibly hazardous substances.

Fluorocarbons — most commonly known by one of their trade names, Freon—are chemical compounds made up of carbon, hydrogen, chlorine and fluorine.

Besides being the propellant gas in many aerosols, fluorocarbons also are widely used in residential and commercial refrigeration equipment, and in air conditioning of buildings and vehicles.

Sources said the committee has found substantial reason to believe that when fluorocarbon molecules escape into the atmosphere, they work their way to the stratosphere and tend to decompose ozone.

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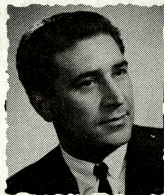
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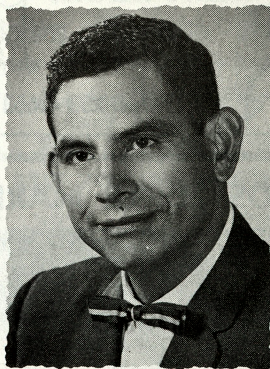
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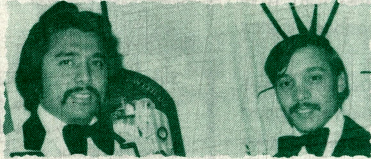


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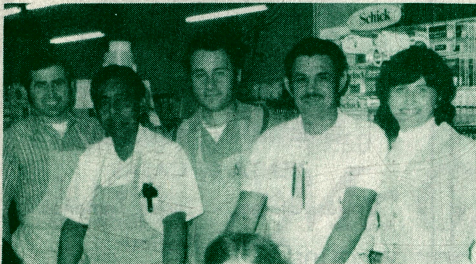
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THE NEW TREND— ETHNIC CONSIDERATION

By LUIS JUAREZ

Ethnic discrimination is not a new social problem in this country. What is new is a concern among some people that something must be done to alleviate this condition.

To accomplish this goal, governmental agencies and private industry have been gearing to develop educational programs to sensitize their employees to the cultural differences existing among the predominant minority groups in the area.

This effort is commendable since it indicates an effort to improve the concept some persons have of certain ethnic minorities who many look and talk differently from the majority population.

This educational process which is often cultural awareness offers an explanation and analysis of cultural traits prevalent among minorities Chicanos and blacks in this area).

This, it is felt, is necessary to show that Chicanos or blacks have been left behind in the past because of marked cultural differences that hinder them in competing for jobs and status in a society which is almost "totally foreign" to them.

It cannot be denied that there is a cultural difference between the people of this country and Mexicans. But I have to say, however, that there is far less difference between Chicanos and the majority population in this area.

This is certainly more true today where a large segment of our citizens of Mexican origin have become considerably "acculturated" and may have crossed over the cultural line and blended with the majority.

We, as Chicanos, should worry less how our culture clashes with that of the Anglo-Saxon because the problem is far less serious than many Chicanos would care to admit publicly.

The problem the Chicano faced and still faces, therefore, is not that of cultural differences, but in the image and concept Anglo-Saxons have of him. People in this racial melting pot still are suspicious of non-whites.

Darker skinned people still are looked upon as servants of lower mentality. In this area, Chicanos traditionally have been asso-

ciated with low paying, unskilled jobs and stoop labor.

It is difficult for many people to see Chicanos in positions of responsibility. Appointments of Chicanos to good jobs are seen by the Anglo-Saxon community as quotas the employer has to meet to satisfy certain requirements.

Many people do not realize that in many instances, the Chicano has had to work and prove himself beyond that of his Anglo-Saxon counterpart. Once he has the job he has to work harder to keep it.

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Unfortunately, the answer to your question is no! In fact, the gap between what men and women earn is actually growing wider, not narrower.

Nationally, on the average, a woman worker earns 58 cents for every dollar earned by a male worker. This is a decrease from the national average of a few years ago of 64 cents for every dollar.

In California, the figures are even more discouraging. Women earn only 49 cents for every dollar earned by a male worker.

These figures reflect not only the abuse of the principle of equal pay for equal work. They also represent a concentration of women in low-paying jobs. But even within the same occupation, women earn less than men.

Obviously, the Equal Pay Act is not being adhered to or enforced.

Q: What are my rights under the Equal Pay Act?

A: The Federal Equal Pay Act was enacted in 1963 as an amendment to the Fair Labor Standards Act (FLSA). It prohibits discrimination on the basis of sex in the payment of wages for substantially equal work.

Jobs that require equal skills and responsibility and that are performed in the same company under similar working conditions are covered under the Equal Pay Act. Its provisions apply to all wages and earnings as well as company benefits like insurance, retirement, and vacations.

The protection offered by the Equal Pay Act extends to most employee classifications including executive, administrative, and professional levels in addition to nonsupervisory and hourly wage earners. However, a few employees of small retail stores and service establishments are still unprotected.

The U.S. Department of Labor reports that it's illegal for an employer to lower someone's wage rate in order to equalize rates between sexes. The law, however, does not prohibit wage differentials on a justifiable seniority system or a system which pays by the quantity of work produced.

If you have a complaint based on the Equal Pay Act, contact the Wage and Hour Division of the U.S. Department of Labor which has offices in the major cities of California. Or, you may contact the Commission for the office location nearest you.

Dear Anita,

I am a mature woman with a college degree in Business Administration with eight years' experience in business. I have been unemployed for three months and cannot get a job because of my age. Do I have any rights?

D. D., Sacramento

Dear D. D.,

Yes, you certainly do. The Age Discrimination in Employment Act of 1967 makes it unlawful to discriminate against any individual between the ages of 40 and 65 on the basis of age.

Therefore, if one woman is 45 and another is 35, the employer may not lawfully turn down the first woman on the basis of her age alone. The employer must make a decision on other factors, such as capabilities and experience.

The Age Discrimination Act also prohibits help wanted notices from containing such phrases as "age 25 to 35," "young," "college student" or "recent graduate." A request for information such as "Date of Birth" or "State Age" on an employment application or in an advertisement is not by itself a violation of this Act. However, these practices are closely scrutinized to assure that there is a good reason for asking the information.

If you feel you have been discriminated against on the basis of age, then you should file a complaint with the U.S. Department of Labor, Wage and Hour Division. For more information contact the Commission office.

Send Questions to: Anita Milier, Chairperson
California Commission on
the Status of Women
926 J Street, Suite 1014
Sacramento, CA 95814

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"PANCHO" VILLA

Francisco "Pancho" Villa
— a photograph taken
in 1910 in Chihuahua,
Mexico. From Manuel
Campos' collection.

"It was in 1912 in Chihuahua, Mexico, when Pancho Villa tried and out of military significance, that is until he campaigned unsuccessfully to capture the town," Manuel Campos told because that's when he became "a Mexican Revolution refugee" at the age of five.

Who was Pancho Villa? His real name was Doroteo Arango but he changed it to Francisco Villa in his manhood and when he declared his freedom from the peonage of his parents and became notorious as a bandit in Chihuahua and Durango. His vigorous fighting began in 1910-11 and he was largely responsible for many triumphs for many a political figure of Mexico.

Pancho Villa, a nickname, at the head of his brilliant cavalry, Los Dorados, gained control of North Mexico by the audacity of his attacks.

One of his daring acts in the midst of chaos, Villa, with Emiliano Zapata, occupied Mexico City for a time during December 1914 to January 1915.

It was Alvaro Obregon who pursued Villa, and their armies engaged at Celaya. Decisively defeated, Villa was driven north astrously against Plutarco Calles in Sonora. Villa's waning power was further diminished by President Wilson's recognition of Carranza.

Mad as a hornet, he turned his wrath against the United States because of the American support to his enemy. Many Americans were killed by bandits and although it was not certain that Villa participated in the assaults, he was universally held responsible.

General Pershing was ordered by Wilson to capture Villa dead or alive. For eleven months Pershing's expedition pursued Villa through Chihuahua but failed to capture him.

Villa continued his activities in northern Mexico throughout Carranza's regime, but in 1920 he came to an amicable agreement with the government of Adolfo de la Huerta.

Three years later, at the age of 46, he was assassinated at Parral. In a sense he was a rebel against social abuses, and at times he worked a rough justice, but he was a violent and undirected destructive force. His daring, his impetuosity, and his horsemanship made him the idol of the masses, especially in north Mexico, where he was regarded as a sort of Robin Hood and the Villa myth is perpetuated in numerus ballads and tales.



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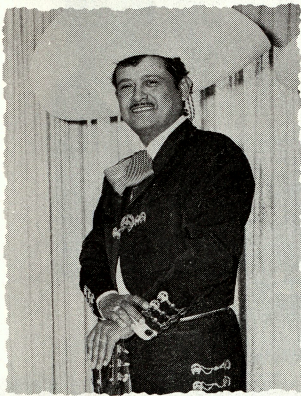
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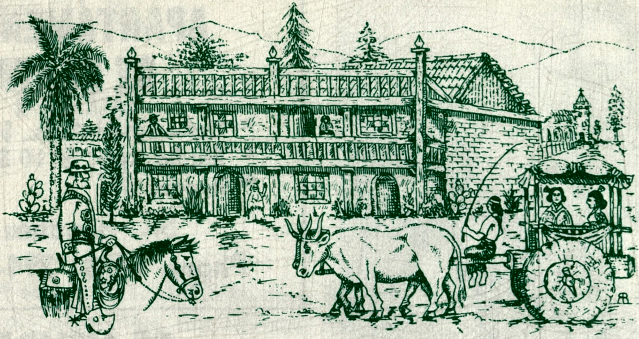
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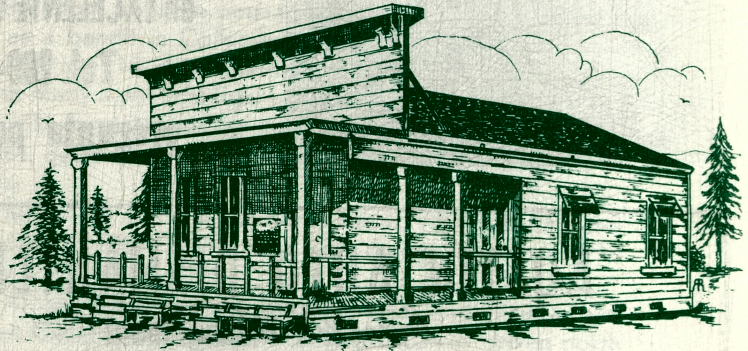
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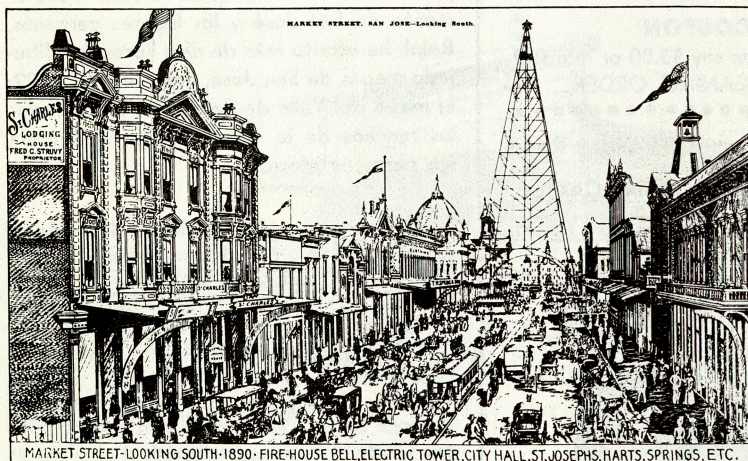
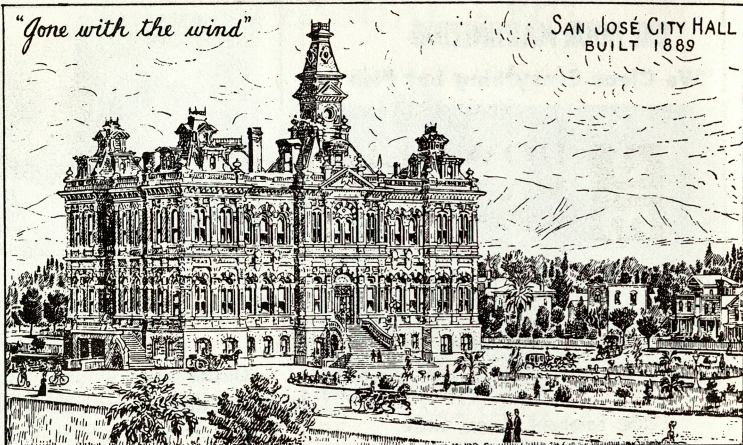


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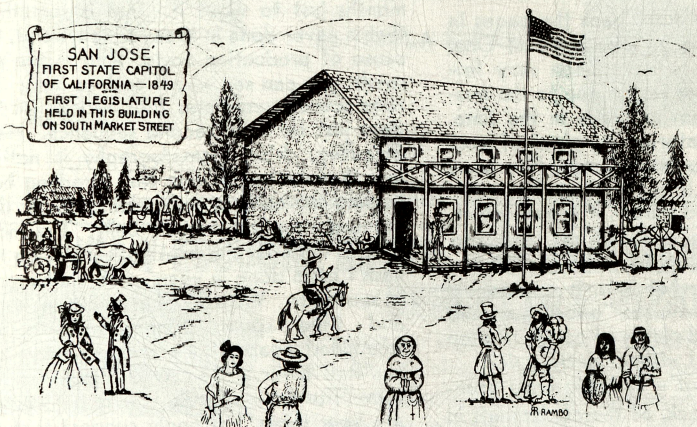


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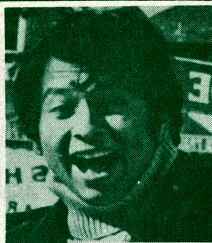
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BITE THE BULLET

Western Columbia Release, produced, written and directed by Richard Brooks. Stars Gene Hackman, James Coburn, Ben Johnson, Candice Bergen and Jan-Michael Vincent; Camera, Harry Stradling Jr.; Music, Alex North; Second Unit Direction, Hal Needham; MPAA Rating, PG; Running Time, 140 minutes.

"Bite the Bullet" turns back the pages in today's film making in several ways; One, it's a western. There have been very few made in the last few years due to the avalanche of "cop" movies made in the time. Two, it's a purely entertaining piece of work that doesn't try to hit you over the head with a "message." It was put together merely to entertain. And thirdly, it is not violent. There is plenty of action, but not the blood letting and sadism of the more recent cine product. In short what it is, is a good old fashioned western with the "good" guys and the "bad" guys and plenty of action to keep everyone interested without getting sick.

The story is about a 700-mile cross country race on horseback, all the contestants in the race and their reasons for being there. James Coburn plays a gambler, who's in it strictly for the money. Candice Bergen plays an ex-prostitute, who's in it to use the prize money to help get her husband out of prison. Jan-Michael Vincent is the "punk" kid, who is out to prove himself at whatever the cost. Ben Johnson as an old tired cowhand reaching for his last rainbow, hoping that this time there might be a pot of gold at the end. And Gene Hackman as the man who ends up in the race because he lost his job as caretaker of the "prize" horse (favored to win the race) and decides to show them all. There are other riders, to be sure. Their parts, although smaller by comparison, are as rich and as earthy as any of the leads adding spice and variety to the total picture.

The picture moves on a very fast pace. The director, Richard Brooks, wastes no time in getting right in to the story and spending as little time needed to get the establishing preliminaries out of the way. As in Mr. Brooks' other pictures, "The Professionals" and "Lord Jim," he paces the film at a swift, yet fluid pace, taking time for slower scenes, which give the actors time to really develop their character and move on and grow from that scene to next, giving you a total picture of the character at the end of the film. The screenplay, written by Mr. Brooks has been mounted superbly and is directed with style, finesse, a tremendous sense of honesty (which comes through his actors eyes) and above all, total command. His direction is complemented by his action second unit genius, Hal Needham. The stunts are some of the most "hairy" ones ever devised, with bosses and riders taking falls into lakes, bears attacking and horses colliding with other horses. The film itself took six months just to shoot it. That is something that is never done in today's Hollywood, because of production costs. And in the end result, you can see why it took so long. The race scenes sometimes took as long as five days just for a 30 second sequence. Harry Stradling, Jr.'s cinematography is nothing less than fantastic, with Mr. Stradling hand holding the camera and holding on for dear life underneath a horse's belly. The movie itself is quite an undertaking, something that hasn't been done in years. But what's more, it succeeds. With all the ambition, sweat and time spent, Richard Brooks has triumphed again. It's a movie on the level as "Red River," "The Wild Bunch" and his own "The Professionals." If good westerns are your thing, I strongly suggest that you see it. They don't make them like this, but once in a great while!

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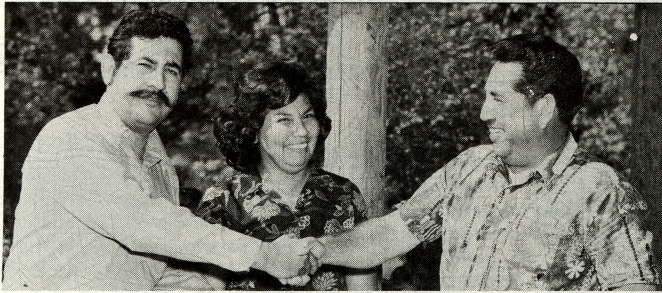
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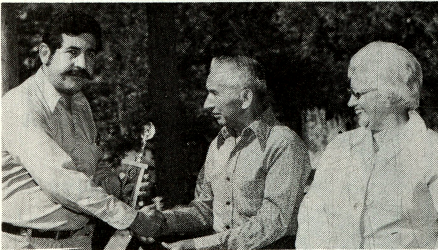
Johnnie Dominguez,
youngest father (23)

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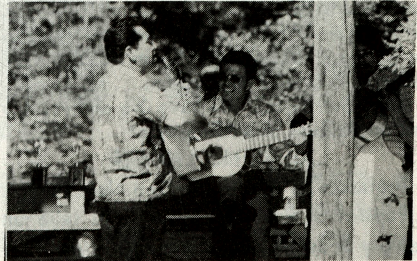
Wel want to thank all of the members for a great job done at our Father's Day Picnic. Special thanks go to our guest speaker and master of ceremonies RUDY BELLOUMINI, thanks for donatmg the trophies. And to Sr. Ted Alanis for the third trophy. Trophies were presented to the Youngest Father, Father with most children and the Oldest Father.



Guerro Fredrico, most children (7)

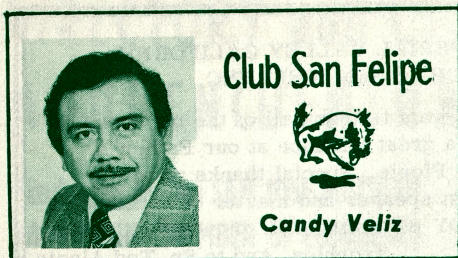


Facundo Oiroga, eldest (73) but youngest at heart....



Hasta Luego
Rachel Echavarria
& Angie Diaz

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CONGRESSMAN

We keep hearing from President Ford that the Congress is doing nothing. And that prompt us to remember the little boy who was sent to the store and could not remember what he was sent for? We must suspect he grew up to be a Congressman.

A MATTER OF CLUBS

If some of you are wondering what's going on when it gets to Clubs from Del Rio, Texas, this is the story:

There is Club San Felipe, which has members from everywhere with one third being from Del Rio, Texas. The San Felipe Ex-Student Association is composed of members that have at one time or another attended any of the San Felipe District Schools. The Del Rio Ex-Student Association is composed of members that have attended any of the Del Rio District Schools.

The Del Rio Ex-Student Association had a very successful reunion on May 30th. And the next event is The San Felipe Ex-Student Association Reunion, which will be at The La Barron Hotel on South First Street, in San Jose, California. Their honored guest will be Mr. Lucio Diaz, a very dedicated coach, teacher and above all a very good man in every sense of the word. If you wish to attend this reunion which will take place on Saturday, July 5th, just contact any of it's members which are numerous all over the City. We wish to express our best wishes for a very successful reunion to The San Felipe Ex-Student Association.

Club San Felipe will have it's anniversary ball on August 30th. Bailamos?

LAMER NO LAMBER

Profesor: Al llegado tarde a clase Pepito.

Pepito: Si Profesor porque me salio un perro y le saque vuelta por aqui y otra por ali, pero como quiera me lambio la mano.

Profesor: Te lamio.

Pepito: Si me la hubiera miado todavia le anduviera dando patados!!



Photo shows left to right: Bob Aguilar, Manager of Club Zarape. It's owners, Sammy Lopez and Bob Mercado—Club Zarape is located at 365 E. Julian Street, in San Jose. Club Zarape has live music seven (7) days a week and their cocktails are goood, the music is goood, so for a very enjoyable evening go to El Zarape and tell them "Dulce" sent you.

Historians tell us about the past, Economists predict the future. It's the present that's so confusing.

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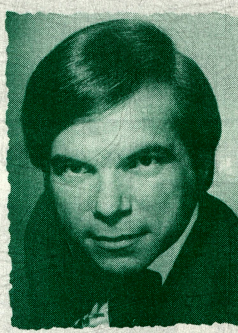
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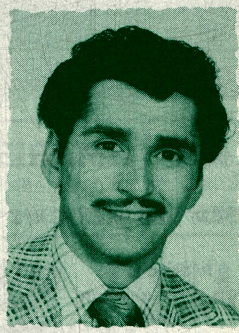
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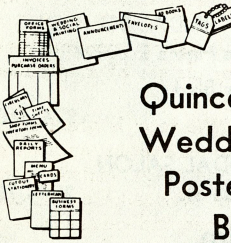
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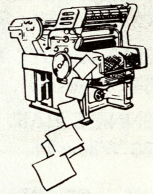
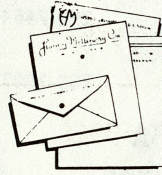
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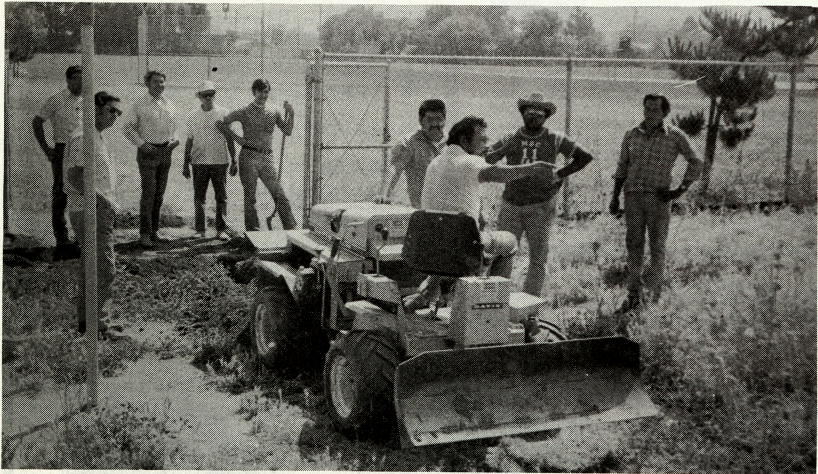
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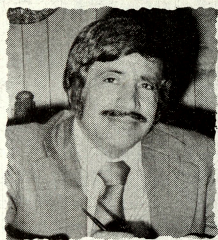
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By **LUIS JUAREZ**

OPINION

'Don' Term Of Respect For Spanish-Speaking

One of the beautiful words commonly used throughout Latin-America and wherever Spanish-speaking people are found is the term of respect, "Don."

When a man has been granted the respect it then becomes a part of his name, as in Don Pedro. Among Mexican-Americans, the use of "Don" is found primarily among first generation immigrants, and it has primary reference to the respected male.

The use of the term "Don" is always with the given name, never with the surname. To apply the term with the surname, Don Gonzalez for example, is generally considered a base insult. Furthermore, it is never used alone, nor is it ever combined with a descriptive term.

In addition, "Don" is never supposed to be used with reference to a member of one's own family. In such cases, the kinship term or the given name takes precedence. Neither does a man use the term when referring to himself, such as in signing his name to a letter or document. To do so is generally considered a display of excessive self-importance.

When addressing a "Don," it is required that the addressor make use of the formal "usted" (you) in place of the familiar "tu." The "usted" form is also accompanied by the proper, and forma verb forms. In turn, the "Don" has the prerogative to speak to younger men, and those not called "Don" with the familiar "tu."

The fact that a man to whom the term "Don" is applied is not present during a conversation in which reference is made to him in no way affects the dictates of usage, for the term is used equally in the man's absence as in his presence. Similarly, when one "Don" addresses another, the prevailing rules apply and the term is used.

In the event that reference is made in print, or publicly, as during a speech, to more than one "Don," it is proper to say, "Los senores don Jose don Ramon," and so on if the audience is familiar with the men mentioned. If not, the surname is used, i.e., Don Jose Gonzalez.

In most Spanish-speaking communities, there exist two major classes of men called "Don."

On the one hand, the term is granted on the basis of traditional usages and categories. The traditional Don includes the patron (the boss, the Mexican Consul, certain wealthy businessmen, individuals of relatively high political office, curanderos or folk-healers, and very old men).

On the other hand, the term is also granted to achieved categories of prestige and respect status. Achieved donship involves granting the term, not on the basis of position or profession, but on the basis of having met the prevailing conditions of the community's life in a particular fashion and exhibiting particular behavior characteristics. That is when such men "behave in a manner" which commands respect."



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Belloumini



"Obedece la humanidad, como nos enseña la historia, a una ley de progreso; y todo progreso empieza por la negación individual de un pensamiento colectivo."—Margall. Obey humanity as history teaches us in the law of progress; and all progress begins with the individual business of collective thought.



The NATIONAL MEXICAN AMERICAN HISPANIC CHAMBER OF COMMERCE was hosted by the NORTH BAY TRI-COUNTY MEXICAN AMERICAN CHAMBER OF COMMERCE de Santa Rosa, CA on their Quarterly Review Report Meeting held on the week end of June 21st at the EL RANCHO TROPICANA MOTEL & CONVENTION CENTER in the friendly city of Santa Rosa. On the top picture is JULIAN CAMACHO, guest speaker and State official of General Services Administration in Sacramento; bottom picture are the hosting committee members of the CHICANO CHAMBER de Santa Rosa con el distinguido presidente, ALFREDO BARTHEL and his

charming wife, LYNN; Secretary NARCISSA ORTIZ, Office Manager, RANDY MARTINEZ; el vice presidente, ABEL DE LUNA y distinguida esposa, Señora DE LUNA; Treasurer JOE GONZALEZ and his distinguish Señora ANNIE; el fabuloso director ejecutivo of the NATIONAL MEXICAN AMERICAN HISPANIC CHAMBER OF COMMERCE, JOE FLORES (the smiling young gentleman kneeling with clasped hands) . . . were you praying Joe??? Sec. GEORGE ORTIZ & wife CAROL and Director DANIEL NIETO & wife MARIE of the National CHAMBER. "La amistad es el casamiento del alma."—Voltaire.

Note: A special acknowledgment of appreciation to management and staff of the EL RANCHO TROPICANA MOTEL & CONVENTION CENTER for their wonderful service and cooperation in making this affair a high success; on behalf of all the CHAMBERS and especially the Santa Rosa Chapter, GRACIAS HERMANO!



BANCO DE SAN JOSE hosts "Celebrities Night" party . . . Board Members and staff del Banco de San Jose honors its investors, clients and amigos with mucho refreshments and piece de resistance recently "just to show their appreciation" of continued support in making this bank grow and grow and grow. Do you recognize anybody in the fotos?? "Juntos pero no revueltos."

The board of directors and staff of the S.J. MEXICAN AMERICAN CHAMBER OF COMMERCE met on Tuesday, June 24 to review the Chamber's activities of the past few months. Highlights of President JOHN ZAMORA'S report were: membership drive over 200 members, staffing of two secretaries, Operation VOICE — future business



people of America project, Seat in the S.J. CHAMBER OF COMMERCE, Bicentennial Festival & Art Task Force, upcoming "Fiesta del Pueblo" endorsed by several CHICANO groups, budget for funding proposal, office in the NATIONAL MEXICAN AMERICAN HISPANIC CHAMBER OF COMMERCE, Seat in the new Downtown Development Committee, representation in the County Supervisor Rod Diridon Advisory Board, appointment of a member to represent the CHAMBER on the Governmental Development Task Force (a legislative committee for business people), passed two City Resolutions, attracted a National convention into the city of S.J., booked a State convention, coordinated a group of Mexican American organizations to work together in support of a City project, Sister City program with Veracruz, SBA Management Training Course with the University of S.F., made closer ties with Banco de San Jose, Bank of America Wells Fargo Bank for loans and other business transactions for CHAMBER members, appointment of CHAMBER'S Advisory Commission almost completed, continued contact with civic and political officials for

future references and work shop seminar with General Services Administration, State of California. In the pose from l-r sitting: NANCY HICKEY, Staff Sec.; MARY-ESTHER SANCHEZ, Trea. Bd. of Directors; HELEN SILVA, Staff Sec. and MARY SAIZ, Treasurer Bd. of Directors; standing: DAVID HONEA, Business Relations Trainee; OSCAR MENDOZA, Membership Drive; ANGIE MARTINEZ, Mexico Trip Coordinator, S.J. Chapter; el presidente, JOHN ZAMORA; HELEN ZAMORA, Membership Drive; JOSE BORGES, new member and owner of the Teatro MEXICO and LEO BANDA, Board Member. For those of you who would like to visit the CHAMBER'S office, drop by at 235 E. Santa Clara St. or call for an appointment at 288-7727 if you have a business matter to discuss and want special attention. "Bad rumors are like bad apples, they are rotten to the core, right A.C.?!?—La recompensa del embustero es no ser creído, aún cuando diga verdad."—Aristóteles.



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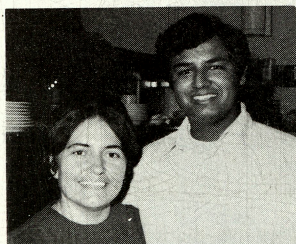
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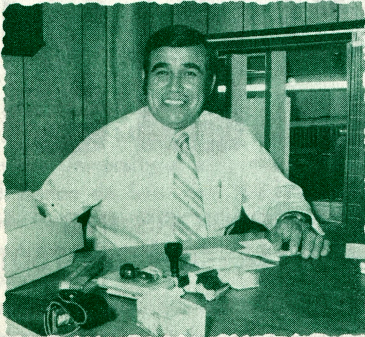
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Outstanding Mexican American

Alfonso Z. Gonzales

Attorney



Alfonso Gonzales was only ten years old when his maternal grandmother, Louisa Rodriguez de Zuñiga, began urging him to become a lawyer. For his family knew that law was a career that could enable Gonzales to improve his own lot and the lot of his fellow Mexican Americans through his efforts in their behalf. Later, during his years as a law student, Gonzales spent his summers as a social worker which gave him additional insight into the needs of his people. Since joining the California Bar he has worked tirelessly for the Mexican American community in Sacramento, and on August 1, 1969 the Dos Rios Parent-Teacher Club presented to him a plaque in appreciation. Gonzales has become affiliated during the past ten years with various health, education, and welfare agencies in California.

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- Born:** August 2, 1931 in Sacramento, California
- Education:** Sacramento City Schools, California
A.A., Sacramento City College (1951)
B.A., University of California at Berkeley (1956)
LL.B., University of California at Berkeley (1960)
- Highlights:** Member, State Bar of California
Vice President, Mexican American
Educational Association
Commissioner and Chairman, Human Relations
Commission of the City and County of Sacramento



Romaldo Pacheco First Native Born Governor

"FIRST" CALIFORNIA GOVERNOR—Honoring the 100th year since Romaldo Pacheco, the first California-born governor of California, took office is John Zamora, president of the Mexican Chamber of Commerce in San Jose. Zamora's daughter, Valerie, and son, John Jr., admire the costume of Pacheco worn by their dad at the San Jose Bicentennial Town Forum. Pacheco was the 11th California governor, but the first born in California. He served from 1875 to 1877.

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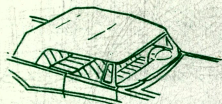
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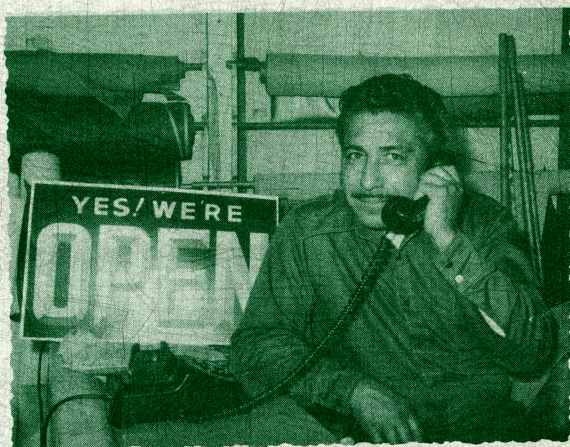
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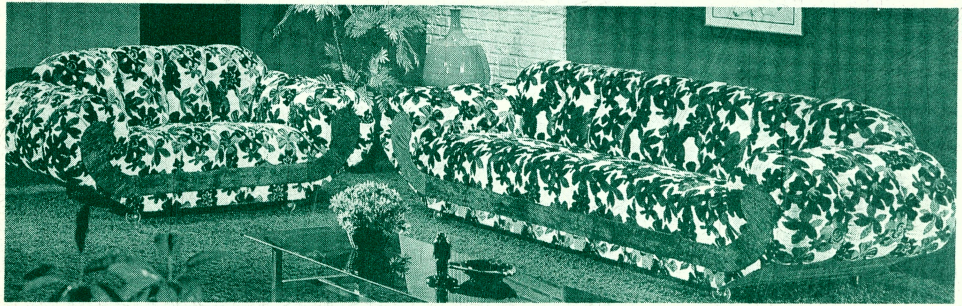
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