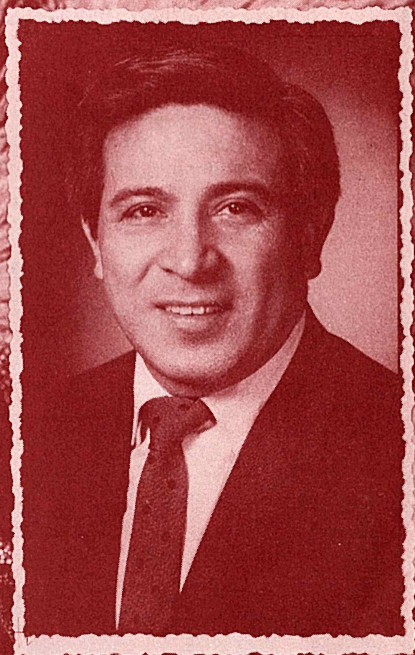


El Excentrica

Humberto Garcia

January 20, 1971

Best Wishes for a
Prosperous 1971



NICK GUERRERO

Agencia **GUERRERO**

INCOME TAX SERVICE

297 - 2079 944 E. Santa Clara St.



STELLA

Was born in Santa Clara, Calif.

Has resided in Sunnyvale, for
the past 10 years

Attended Sunnyvale High School

JAMES

Was born in San Francisco, Cal.
with residence in Sunnyvale for the
past five years.

Attended Sunnyvale High School

*JR
GC*

Mrs. Anita Cazares Araujo

Mr. and Mrs. Floy Cordova

request the honour of your presence at the
celebration of the Holy Nuptial Mass
uniting her daughter and their son

Stella Cruz

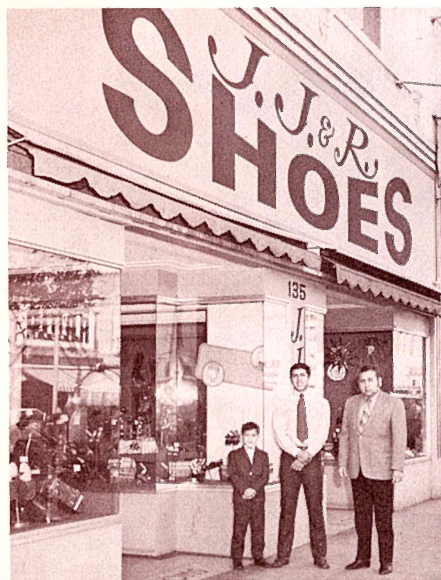
and

James Primativo

On Sunday, January 31st, at 3:00 in the afternoon
St. Martin's Church 590 Central Ave.

Sunnyvale, California

1971



**The Newest
Family Shoe Store in
Downtown San Jose**

**QUALITY MERCHANDISE at
PRICES YOU CAN AFFORD !**

**La Unica Zapateria
en la ciudad de San Jose
donde el
propietario es Mexicano.**

Joe Alvarez, Prop.

En la foto: Richard, Joe y Joe

287 - 7953 135 S. First St.

Agencia **GUERRERO**

**ASUNTOS de
INMIGRACION**

**SERVICIO de
INCOME TAX**



Sr. Nick Guerrero

IMMIGRATION
CONSULTANT

SERVICIO
de INCOME TAX

CONTABILIDAD
de Profesionistas
y Negocios.

Visas

Micas Perdidas

Traducciones

Registros

Certificados

Cartas de Poder

Documentos

Notarizados

Licencias Suspendidas



HORAS de OFICINA

LUNES A VIERNES - 9:00 a.m. a 8:00 p.m.

SABADOS y DOMINGOS - 10:00 a 5:00 p.m.

Proteccion de Investigaciones de Income Tax

\$\$\$\$\$\$\$\$\$\$\$\$

GARANTIA MAXIMA de AHORROS

GARANTIA MAXIMA

EN SUS DEPENDIENTES !

\$\$\$\$\$\$\$\$\$\$\$\$

RE-EMBOLSO MAYOR

REDUCCION MAXIMA

DE SUS GASTOS !

(408) 297 - 2079

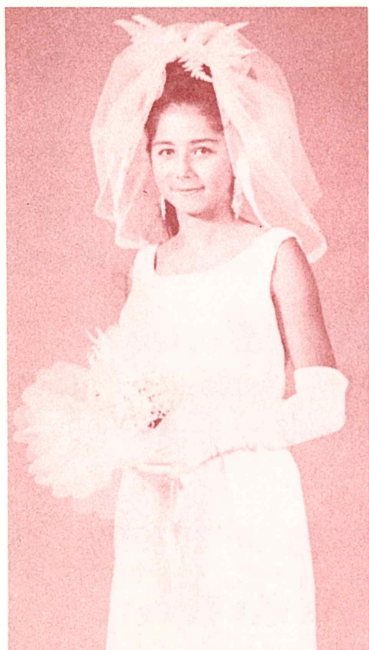
944 E. Santa Clara St.

San Jose, California

PERSONALITIES of 1970



by Candy Veliz



MOST PLEASANT PERSONALITY
ROSE ZARAGOZA



MOST BEAUTIFUL
JANIE SANCHEZ



BEST DRESSED COUPLE
RAY & COOKIE LIRA

(continued next page)



Arturo's Quiet Village

Baile los Juev, Vier. Sab. y Domingos

ORQUESTA de JOHNNY y MIKE OLOCHEA

con su cantante de color DIEGO JONES

La nueva sensacion en Ingles y Español

CONTROL REMOTO en Radio KOFY

Domingos de 1:00 a 2:00 p.m.

Con MARIACHIS y ARTISTAS !

FLOOR SHOW Los DOMINGOS

9:00 a 9:30 con Mariachis y Artistas !

293 - 1010

950 S. FIRST ST.

CONVERSACION DE ESPIRITUS

No se trata de espantos
si no de bebidas bien
preparadas por los
expertos cantineros del
Starlight Ballroom

NINO WALFORD

y

HUMBERTO MENDEZ

(foto richard diaz)



Ultimos Estilos en Ropa

Vista Elegantemente !

Facilidades de Pago

BERNIE BERG amigo de los de Habla His-
pana le invita a que pase a ABRIR su
cuenta de CREDITO y obtenga toda la
ropa que necesite inmediatamente, se le
ofrece un excelente Plan de CREDITO.



Berg's

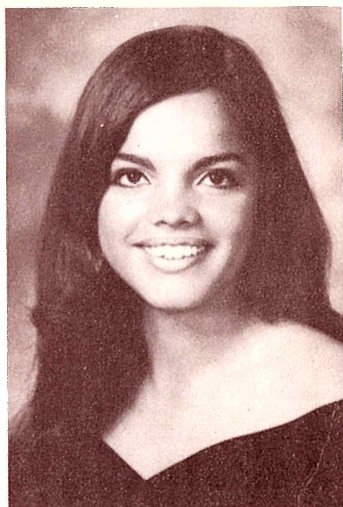
295-0868

52 S. FIRST ST.

En la grafica BERNIE BERG y parte del atento
personal de HABLA HISPANA.



BEST DRESSED
MARIA AGUIRRE



MOST STUDIOUS
LETICIA AQUARISTE



BEST DRESSED
GAMA GUEVARA



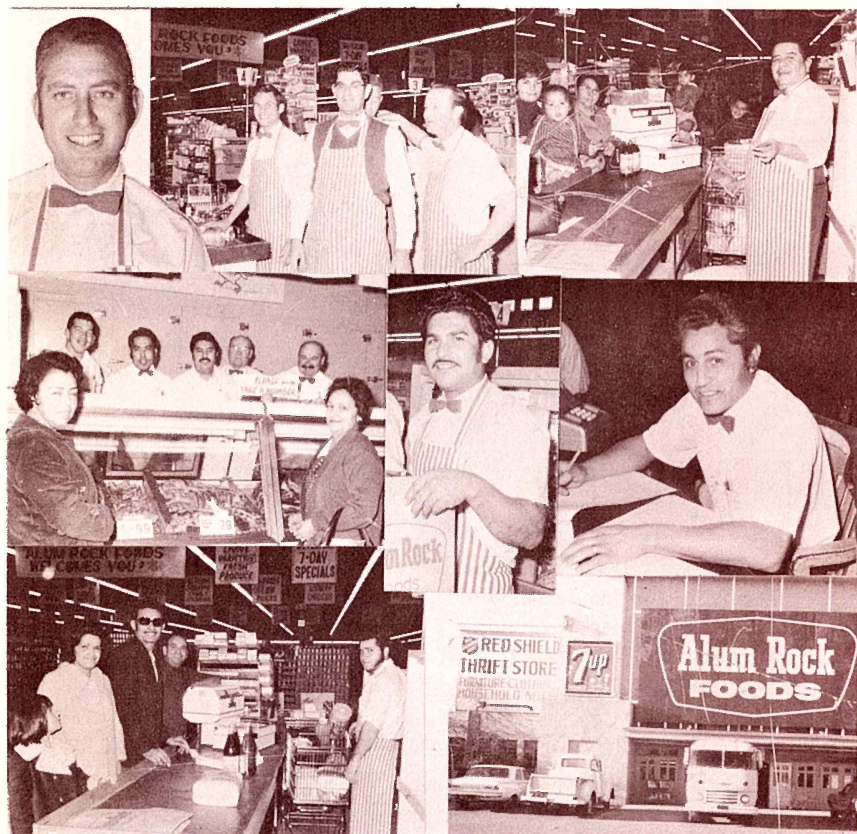
BEST DANCER
GUILLERMO RIOS

(continued next page) ...

ALUM ROCK FOODS

Your Friendly Super Market

Ajua! Hemos bajado los Precios de la Carne !



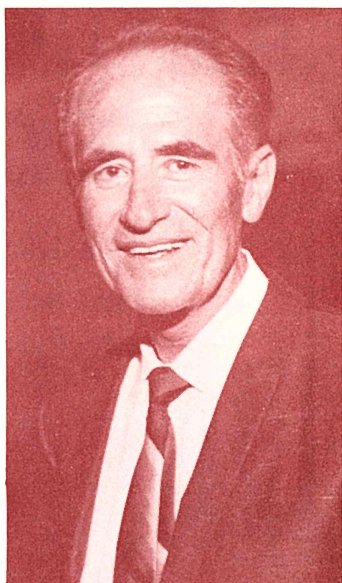
258 - 6078 Su Super Mercado Amigable! **258 - 6078**

Complete Line of Gallon Sizes at Fantastic Savings!

1905 ALUM ROCK AVENUE



BEST CARTOONIST
ART CUELLAR



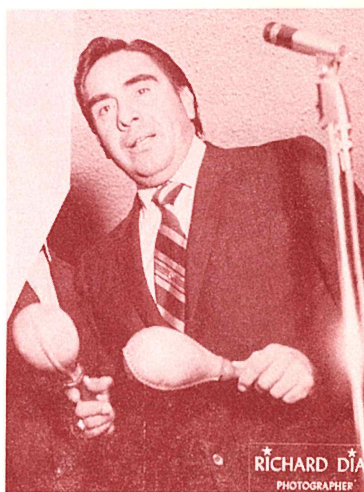
Publisher of the Year
HUMBERTO GARCIA
EXCENTRICO



Most Promising Bandleader with
Best Vocalist
Jimmy Garcia - Conrado Barrientos

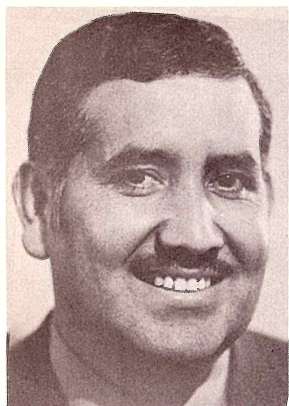


BEST MIXOLOGIST
VICTOR VASQUEZ



BEST DRUMMER
RUDY CORONADO

(TO BE CONTINUED)



Ernie Abeytia

Buen Servicio para Todos

Prompt Courteous Service

Puentes Bros. Mexican Products

"The Store"
5-J MARKETS

200 S. KING ROAD
Corner of San Antonio
251 - 1315

1452 E. Whittan Ave.
Corner of 30th St.
295 - 6080

~COMPLETE FOOD STORES~

TAMALES

13 For \$3.00

(BAKER'S DOZEN)

Reg. \$2.89 Doz. -

4 For \$1.00

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Applications and information on
test dates may be obtained at

PERSONNEL OFFICE

ROOM 215 CITY HALL

San Jose, California

Phone 292-3141 Ext. 205

OZUNA



BAKERY

PAN CALIENTITO

LOS 7 DIAS de LA SEMANA

MUCHOS TRATAN DE IMITARNOS
PERO NO PUEDEN
..... IGUALARNOS !

LA FAMA QUE TENEMOS NOS LA
HAN DADO LOS PRODUCTOS
..... QUE VENDEMOS !

TORTILLAS CALIENTES

DIARIAMENTE

Esquina Prevost y Auzerai Ave.

Tel.293 - 1773

San Jose, Calif.

No Olvide Ud. que la FAMA que tenemos nos la ha dado la CALIDAD de
Los Productos Que Vendemos.

OZUNA



Ventas al Mayoreo y Menudeo-Surtido completo
de mercancía importada de México

Pan Mexicano

Toda Clase de Verduras

MASA Para TAMALES

HOJAS - ESPECIES

Todos Los Domingos

Especialidades: Tortillas, Tamales,
Pan Dulce Mexicano y Tostadas

Deliciosa Barbacoa de Res
MENUDITO
Acabadito de Hacer

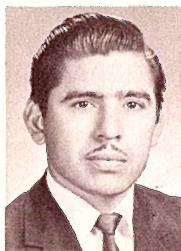
ORDENE SU MASA CON ANTICIPACION
para los Proximos DIAS FESTIVOS !

ABIERTO DIARIAMENTE de 8:00 a.m. a 9:00 p.m.
INCLUSIVE LOS DOMINGOS

Esquina Prevost y Auzerais Ave.

Tel. 293 - 1773

San Jose, Calif.



C.I.M.A.



por Antonio
S. Gomez

Amables lectores de El Excéntrico, y esta columna de este servidor, a partir de esta fecha, estaré informándoles si Dios nos presta vida, por medio de esta nueva organización que se fundó en el área de Senter Rd., Seven Trees, Melody Park, del Sur de San José, y se bautizó con las siglas de C.I.M.A. "CONGRESO INDEPENDIENTE MEXICO AMERICANO".

En las futuras ediciones de esta revista, daremos a conocer los nombres de los oficiales de su mesa directiva, miembros y delegados respectivamente, así mismo daremos a conocer sus proyectos y objetivos, así como sus programas de desarrollo comunal, ya que nuestro objetivo principal es el de dar a conocer en todos los ámbitos sociales, nuestra cultura mexicana, con su arte, su música y bailables folklóricos mexicanos, y tener un mejor entendimiento entre nuestra raza de habla hispana, y un mejor desarrollo comunal. Estén pendientes de los siguientes números de esta acreditada revista, como lo es El Excéntrico, de nuestro gran amigo su director el Sr. Humberto García.

En esta ocasión, después de que un año mas se nos ha ido, y un año mas que tenemos en nuestras manos, y por consiguiente, la navidad, y desde luego este año nuevo, quiero mandar un cordial saludo a todas las organizaciones del Condado de Santa Clara, a todos mis amigos y familiares que residen aquí y fuera de esta ciudad de San José.

Para todos felicidades, amor y paz, por el resto de este año.

Para mis padres que hayan pasado la navidad, y año nuevo muy felices, Sr. Salvador y Eusebia Gómez, que residen en Eagle Pass, Texas. Para mi

hermano Rafael y su apreciable esposa Cristina, que residen en Chicago Ill., para mi hermana Elida y su esposo David de aquí de San José, para mi hermana Zulema y su esposo Indalecio Muñoz, de Uvlade Texas, para mi hermana Alicia y su querido esposo Rogelio Menchaca, de Houston Texas, para mi hermana Guadalupe, de Eagle Pass, Texas, y para mi hermano Salvador Jr. y su esposa Guadalupe, de Eagle Pass, Texas, y para mi hermano Oscar, que se encuentra de servicio en el navy, allá por el mediterraneo, así como a su apreciable esposa Yolanda, para todos, que tengan un año de prosperidad, y todos sus sueños y proyectos se conviertan en realidad.

Igualmente quiero mandar un saludo de año nuevo a mis suegros, Sr. Luis Alfonso y Cayetana Gutierrez, mis compadres, Zaragoza y Carmelita Menchaca, mis cuñadas Otila y Sofía y sus esposos que residen en la ciudad fronteriza de Piedras negras, Coah, para mi cuñado Luis Alfonso Jr. y su apreciable esposa Teresa (Chacha) Gutierrez, que residen en esta ciudad de San José, para todos ellos mil felicidades.

PROGRAMA de NAVIDAD

Estoy agradeciendo, por medio de esta columna, a la cámara de Voluntarios del Condado de Santa Clara, "VOLUNTEER BUREAU OF SANTA CLARA COUNTY" por la valiosa ayuda que se me brindó, para llevar a cabo a tan feliz termino el programa de juguetes y canastas de comida para el día de Navidad para nuestra organización de C.I.M.A. principalmente a Mrs. Cyntia Strite y Mrs. Marion Tibits, ya que gracias a ella, fue posible distribuir alrededor de mil juguetes y cuarenta canastas de provisión, para gentes necesitadas de nuestra comunidad y sus alrededores, igualmente estamos agradeciendo sinceramente, a la Presidenta del P.T.A. y alumnos de la escuela elementaria "HENDERSON SCHOOL" ya que cada uno poniendo su granito de arena, hicieron posible donar 16 cajas de comida, al igual que los tra-

(continua en la siguiente plana)...



**El incomparable locutor de Radio
KOFY - Jesus Reyes Valenzuela**

**y el despampanante
animador Arturo (Alaska) Lopez**

La foto fue tomada durante el Control
Remoto que se pasa todos los Domingos
a la 1:00 p.m. por RADIO KOFY desde
ARTURO'S QUIET VILLAGE

950 S. First St. Tel. 293-1010

Este programa es uno de los mas variados

y alegres de toda la Bahia.

* Mensaje en clave para ARTURITO:
Ya es tiempo de hacer dos viajes a Scot-
land (2) No Cree Ud? YTUC KRAS

(foto por richard diaz)

Servicio DE INCOME TAX

No Hay Substituto para la Experiencia

Mas de 28 AÑOS en el RAMO de INCOME TAX
con lo que cuenta LENA sirviendo a la colonia
de Habla Hispana le dan a Ud. la Completa
CONFIANZA de que sus PAPELES de INCOME
TAX seran hechos segun la LEY EXIJE y a la vez
Ahorrandole MUCHOS DOLARES con todas las
DEDUCCIONES que Ud. PUEDA OBTENER.

HORAS DE OFICINA

Diariamente

Lunes a Sabado 9:00 a.m. a 5:00 p.m.

Los Martes y Viernes

9:00 a.m. a 9:00 p.m.

Lena Manriquez

Tel. 293 - 3388

1246 E. Santa Clara St.



Lena Manriquez

C.I.M.A. (CONT.)

bajadores del departamento de lavandería del hospital "El buen samaritano" "Good samaritan hospital" muchas gracias a nombre de este servidor y de todos los miembros de C.I.M.A. por tan grandiosa ayuda que se brindó, ya que ellos, como buenos samaritanos, nos donaron una fuerte cantidad de comida, muy bien surtida, en la que se ayudó a 10 familias necesitadas, para esta día de Navidad.

Las personas que estuvieron muy activas en este programa de Navidad fueron los siguientes: Vivian Curiel, María Quintero, Carmen Alvarez, Elida Mtz de Gómez, Elida Gómez de Mtz, Bertha Mtz de Velez, Irma Mtz, y la Sra. María del Pilar Gómez, directora de este programa de Navidad, todas ellas son miembros de C.I.M.A. a todas ellas, así como a Pablo Curiel, muchas gracias por su valiosa cooperación para con este servidor.

BALLET FOLKLORICO LAS ALTEÑITAS

El Ballet folklórico "Las Altenitas" dirigido por su directora la Sra. María del Pilar Gómez, triunfando cada vez mas, estuvieron maravillosamente en el salón "HARDYMANS" de la Iglesia del Sagrado Corazón, en el gran baile que organizó la liga americana de football soccer, que dirige el Sr. Heriberto Gutierrez, así como en la iglesia de nuestra Señora de Guadalupe, que a pesar del frío que calaba hasta los huesos, no fue motivo para que este grupo entusiasta les impidieran presentar sus bailes, que tanto gustan al público. Recientemente presentaron en el grandioso baile que organizó el Club Social Puertorriqueño, en el que presentaron bonitos cuadros bailables folklóricos, no pasando desapercibido la magnífica pareja que hace Antonio Gómez Jr. y Carrol Gonzáles, que cuentan con escasos 6 años de edad, es algo digno de admirar, porque a pesar de la corta edad que tienen estos niños, lo hacen admirablemente, cabe informar que este grupo folklórico, se compone de

15 señoritas, de la edad de 6 a 14 años, y después que ejecutan los mas difíciles bailes regionales de nuestro folklor nacional, se presentan orgullosamente, con una variedad de trajes típicos que enorgullecen algunos Estados de nuestro querido México.

NOTA: Por medio de la Sra. Gómez, hace del conocimiento a todas las organizaciones del condado de Santa Clara, que para toda actividad social, bailes, etc. ofrece su grupo de "Las Altenitas" gratuitamente, para mas información, llamen al número telefónico 225-7979 en San José, Calif.

Y esperando estar con ustedes de nuevo en la siguiente edición, me despido con un saludo muy especial para todos ustedes.

Hasta la próxima D.M.
Antonio S. Gómez.

TOWN & COUNTRY REALTY



Si esta Ud. pensando en **VENDER**
su CASA llame al Sr.

ALBERTO MENDEZ
Tiene Compradores

251-3626 o 246-4565

1666 E. Santa Clara St.

Maria's

El Centro Nocturno Mas Elegante

COCKTAIL LOUNGE

DANCING

EVERY WEEK END

A GAY AND LIVELY ATMOSPHERE

COME TO WHERE THE ACTION IS

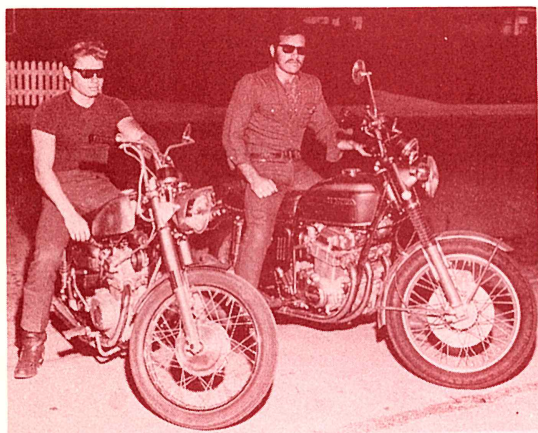
The Best Combo in the Bay Area

El Night Club mas elegante en toda la Bahia
lo mejor en Hi-Balls y Musica para bailar.

DAN y MARIA AGUIRRE, Props.

295 - 9872

728 N. 13th St.



**MOTORCYCLE
CLUB**

Left to right:
Rod Holbert and
Andy Montemayor
Active members of the
Motorcycle Club
" DAMMNED "

(photo richard diaz)

PAYLESS CLEANERS
SLACKS - SKIRTS
SHIRTS - BLOUSES

.74c

DRESSES - SUITS
TOPCOATS - ROBES

\$1.49

REWEAVING and ALTERATIONS
EXPERTLY DONE

NEW LOCATION



ARNOLD & ROSIE HIDROGO, Props.
PHONE 259 - 2890

1613 E. Santa Clara St.



LETTERS TO THE EDITOR

December 8, 1970

Bufete Interamericano
DIAZ INFANTE
21 E. Santa Clara St.
San Jose, California 95113

CAMPBELL SOUP COMPANY
Camden, New Jersey 08101

Gentlemen:

I have recently come across your advertising (copy included) in various products including your beef tamales and refried beans offered as a Mexican Entree. I congratulate you in your diversified manifestation of good taste.

However, I cannot possibly overlook the use of the Mexican Flag as means of advertising your product. Obviously gentlemen, whoever your advertising agency may be, has decidedly and most irresponsibly placed you in a position of using something which is sacred to us the people of Mexico as means of a commercial eye-catching device.

Please take proper note of my vigorous objection to see the flag of my native Country so used. Please cease and desist from such practices.

May I further note that I am willing to file appropriate legal action to stop you from such acts and actions as they represent an affront to the dignity of our beloved Mexico.

Sincerely yours

Lic. M. Diaz Infante

CAMPBELL SOUP COMPANY
Camden, New Jersey 08101

December 17, 1970

Mr. M. Diaz - Infante
Bufete Inter Americano
21 East Santa Clara St.
San Jose, California 95113

Dear Mr. Diaz - Infante:

We deeply regret that the use of a

casserole dish with a likeness of the Mexican flag in our magazine advertisement was offensive to you. You can be certain that it was not intended to be offensive in any way.

The TV Guide advertisement has yielded a number of letters from people of Mexican and English heritage asking how they might obtain the casserole dish featuring the flag of their nationality.

We have no plans at present to schedule the advertisement that concerned you, in TV Guide or any other magazine.

Please accept our apologies. We do appreciate your feelings in the matter and will take them into consideration for future application.

Very truly yours,
D. Y. ROBINSON
Manager Consumer Relations

Para sus Invitaciones de MATRIMONIO

vea a Humberto Garcia
Director de EXCENTRICO

292-4273 274 Terraine St.

La Rosa PHARMACY



L to R: Irene, Carmen y Marie
para asistirle

MARIA LA ROSA PROP.

NOS
EXPECIALIZAMOS EN **Recetas**

Preparadas EXACTAMENTE según su
MEDICO INDIQUE

FREE DELIVERY BLUE CHIP STAMPS
Laboratorios D'FRANCIA

CERRADO LOS DOMINGOS

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COLOR COMBINATION

TV. STEREO & A.M. & F.M. RADIO



HANK COXA

8 Year Picture Tube WARRANTY

SAVE \$200

PRORATED
\$38.00 Additional



- Large Screen Color TV (227 Sq. In. Picture)
- Stereo Hi-Fi, AM-FM Radio
- Full 62 inch Cabinet
- 4 Speakers
- Automatic Degaussing
- 25,000 Volt Picture Power
- Diamond Needle
- 11-inch Turntable
- Instant Home Entertainment

CURTIS



MATHES

IF NO TRADE ADD \$75.00

Furniture Discount House

82 E. SANTA CLARA

SAN JOSE

CORNER OF
THIRD STREET



por
**ARMIDA
AROS**

FELIZ AÑO NUEVO

Fecha que causa regocijo y tristeza del año que se va y el nuevo que llega. Los que tuvieron la fortuna de tener un año de bienestar sienten la nostalgia por el año que jamás volverá, solo queda en nuestra mente un cúmulo de recuerdos que pasa a ser un capítulo más de nuestra historia. Esperando siempre con ansias que quizás el año venidero será mejor que el anterior. Siempre conservando esa esperanza que nos dirige nuestros pasos así adelante.

Esa esperanza que nos hace vivir y esperar que para algunos, los privilegiados llegan a alcanzar y los otros como la tierra de promisión nomás hasta las puertas llegan sin jamás poder traspasar el dintel a esa tierra de promisión tan desesperadamente deseada.

Seamos optimistas y sigamos adelante con nuestros buenos propósitos quizás seamos los elegidos.

Armida Aros.

El Excentrico

22ND YEAR No. 20 JANUARY 20, 1971

HUMBERTO GARCIA **BERT GARCIA**
PUBLISHER MANAGER

MARC GARCIA **M. FERNANDEZ**
EDITOR PRODUCTION

RUDY BELLOUMINI **MARY ROGERS**
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R. REYES	C. HENRY	H. PAYER
S. GOMEZ	R. CALLES	J. KAWAKAMI

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CIRCULATION 6,000 PER ISSUE

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210 San Jose Ave.



292-3710 799 S. First St. San Jose



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OF A GOOD DEAL

TOWN & COUNTRY REALTY



AMBROSE
BALCAZAR

STEVE AUSTIN 251-3626 1666 E. SANTA CLARA ST.

POPULAR COUPLE PETE and VANGIE NAVARRO

Enjoying a night out with Club San
FELIPE during their award

Enjoying a night out with Club San
FELIPE during their award
BANQUET

were lovely Vangie and Construction
Boss Man Pete Navarro.

(photo Richard Diaz)



En la grafica ART MARTINEZ y parte
del atento personal que le atendera..

Art Martinez MENS WEAR

LOS ULTIMOS ESTILOS EN ROPA
PARA CABALLERO

DOUBLE BREAST
EDWARDIAN SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR CORBATAS SOMBREROS

ABIERTO

LOS JUEVES Y VIERNES

HASTA LAS 9 P. M.
ART MARTINEZ

FIRST NATIONAL
MASTER

BANK OF AMERICA
CHARGE PLANS

293-3236 290 S. First St.



CHRIS HENRY

It looks like I'll be writing a column this time. It has been a while since I last wrote. So bear with me and see if I get an interesting column out.

Due to Jean Kawakami's illness she is unable to write this issue. Hope you have a speedy recovery Jean.

I imagine everyone had a wild New Year. Club Riviera didn't throw a party this time. But a Christmas party was held at Mr. and Mrs. Frank Kawakami's residence. And contrary to rumor there was not a WILD ORGY!! As someone stated in the last issue. It was merely a very very very friendly, happy, loose gettogether. Another party will be held at there place. So maybe we'll make up for our New Years party! Right? Right. Right?

Club Riviera will be making plans for a skating party some sunday for the club family's.

And a Reno trip is being planned some time in April. So were all going to have to save up our pennies and twenty dollar bills. Just hope the snow melts soon.

HILLARD, whats this, you missed a column again? Hummmm you can't be that busy. Especially driving around in a truck, looking for what???

Looks like Mary Ann Hough missed the snow country and went to Minnesota to visit her family. Sure miss you Mary, come back soon!

Jan Boone it's good to see you up and around again after that serious auto accident, you gave us a big scare. Hope you will enjoy your stay in California.

Club Rivier would like to send there deepest sympathy to Mr. and Mrs. Tony Trillo, who lost his sister Rose V. Rogers.

Football season will be all over soon

so now the wives will see what there husbands look like. . .Until baseball season starts!

Vivian Rameriz, how do you like your new job at K-Mart? You'll probably see more of us now. SMILE!

Instead of one wedding on March 6th, there will be two weddings for the Galvan family. So Mr. and Mrs. Robert Galvan will be gaining two daughter-in-laws.

On December 28th, Mr. and Mrs. Frank Kawakami, Mary Ann Hough and Roy Woods, Jeans brother-in-law went to Reno. Roy who is from Minnesota was visiting his son at Oceanside, California. Did you all hit it rich in Reno??

I would like to wish a belated anniversary to Mr. & Mrs. Frank Kawakami, Mr. and Mrs. Paul Rameriz and Mr and Mrs. Frank Espinoza. Hope all of you have many many many more!

And Happy Birthday to my sister Estelle Wilson, February 6th. And to Joey and Freddy Sandoval. Son's of Mr. and Mrs. Gonxalo Gonzalos.

GOD BLESS ALL OF YOU IN 1971.

Jess Garage

Taller Mexicano de Mecanica



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TED RIVERA

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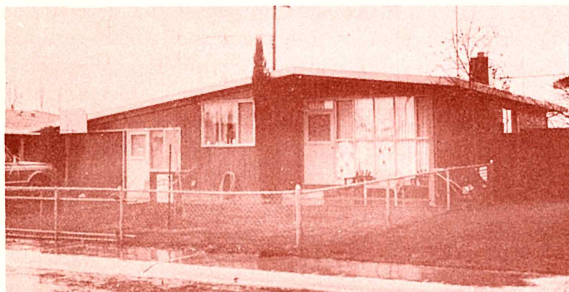
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COMENTARIOS

PEDRO DILLON

Los Aucas, miembros de una tribu salvaje ecuatoriana, cazadores de cabezas, hábiles tiradores de la lanza, que hace once años mataron a sangre fría a cinco misioneros, no se creen peores que los hombres blancos civilizados. Al contrario, matar al intruso es una hazaña, el mas noble acto de un hombre normal.

El obrero que haraganea en lugar de trabajar señala al patrón como a un "inhumano opresor de los pobres", mientras el patrón que explota a sus obreros habla de la política corrompida. El ladrón se justifica porque roba solamente a los ricos injustos. Un ejército invade la tierra soberana de otro país para "proteger" o "liberar".

No hace mucho cierto miembro de una pandilla de criminales, comentando la brutalidad de un policía dijo: "Sabes una cosa? Yo no entiendo la inhumanidad de algunos hombres". En una oportunidad las autoridades de la ciudad de Buenos Aires capturaron a un grupo de hombres que había aterrorizado la zona durante meses con asaltos, tráfico con mujeres y una serie más de crímenes contra la sociedad. Después de aceptar las acusaciones frente a la abundancia de pruebas, uno de ellos pidió la palabra y dijo: "Quiero aclarar que a pesar de esto, no soy un delincuente común. Tengo buen corazón y no haría mal a nadie". Otro hombre, tras confesar haber asesinado de tres tiros a un amigo, dijo tranquilamente, como si fuera suficiente para justificar su crimen: "No lo hice sufrir".

Todos estos, en el fondo, se creen gente buena, Unos cuantos admiten sus hechos, pero no los toman como pecados, mucho menos crímenes. Se creen justificados debido a los pecados de

otros sectores de la sociedad. Dicen que para rectificar el mal que ven en otros, a veces tienen que recurrir a la violencia. Se dan cuenta que se oponen a la opinión y la moral aceptadas, pero creen que es la sociedad que está corrompida, mientras que ellos mismos son básicamente buenos. Cuando escuchan la palabra pecador, señalan al vecino. En todos mis contactos con encarcelados durante los años, he encontrado pocos que admiten que están detrás de las rejas por algo malo que han hecho. Con pocas excepciones creen que tienen conceptos claros del bien y del mal y se creen mejores que otros, por razones bien definidas. Ni la policía, ni los tribunales, pueden lograr que el delincuente se sienta culpable.

Si todos hemos pecado, hay un elemento común en el carácter de todos que Dios toma por pecado - igualmente en el salvaje, el delincuente, el amable padre de familia, la fiel madre, o el hijo estudiante.

Aunque es nuestra costumbre justificar nuestras acciones y sentirnos inocentes, medidos por nuestro propio juicio, en el fondo sabemos que no estamos alcanzando los requisitos de Dios. La idea de reconocernos como pecadores choca con nuestro amor propio, pero es un acto necesario para poder aceptar la solución que Cristo logró cuando murió en la cruz, el inocente por los culpables.

Pedro Llanos

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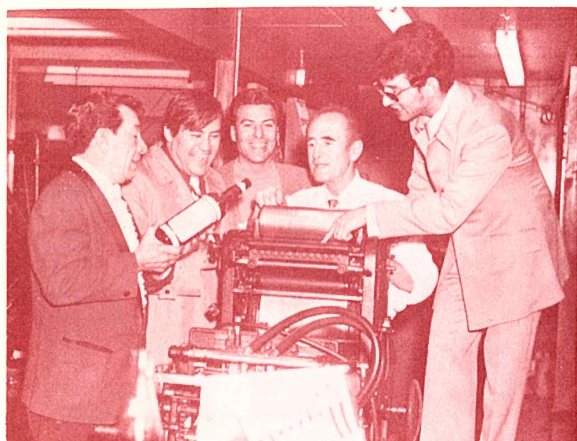
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DANIEL ALONZO
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Daniel Alonzo arregla todo problema Litografico con un SHOT de Cutty Sark en los talleres de EXcentrico.

Richard - cantante de los Moonlights, Manuel Fernandez - prensista de Excentrico Humberto Garcia - director y Raul Colindrez admiran su gran descubrimiento.

(foto Richard Diaz)

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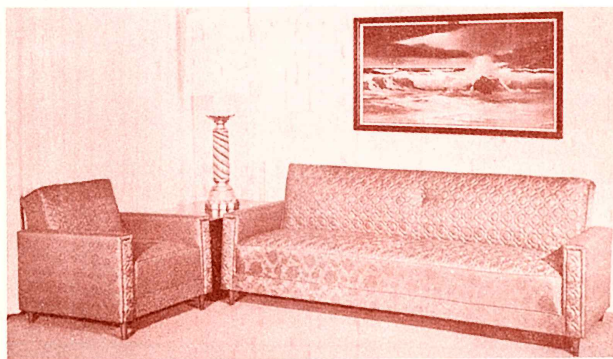
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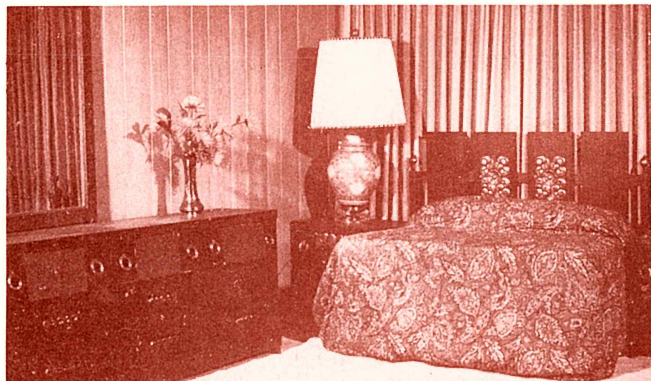
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"Algunos hombres ven las cosas como son y dicen, PORQUE? Yo sueño cosas que nunca fueron y digo, PORQUE NO? "

ROBERT KENNEDY - Some men see things as they are and say, WHY? I dream things that never were and say: WHY NOT?



Rafael Jimenez, active in community affairs, is the newly appointed Acting Executive Director of the San Jose HUMAN RELATIONS COMMISSION. Congratulating him in being named to the highly responsible position is Bob Martinez, Acting Executive Director of Model Cities, City Mgr. Thomas W. Fletcher, un verdadero amigo de los nuestros, appointed Mr. Jimenez, who has served as a minority specialist in this commission since April, 1969. El camarada, Jimenez, will take over the duties of Mister Mark Bihn, who resigned for "personal reasons".

Latest appointment of a director for ESO is a Robert Squainglia from Fremont, Calif. Isn't it ironic how some 'dioses' in San Jose don't believe in hiring or promoting local people in the federally-sponsored poverty or manpower programs?

"Por ESO estamos como estamos, por ESO nunca progresamos".

Vice-Mayor Norman Mineta, a Japanese-American with a Mexican-American

heart, is seeking the Mayor's seat in the April 13th elections. Mayor James is stepping down due to pressing business reasons. Mineta, a solid supporter of the Model Cities program, no doubt will be elected the next alcalde mayor since he has the support of the whole community, especially the local media. Others running for council seats are Andrew Diaz, Al Cervantes, etc. "No todo el que shifla es arriero"



Acting Executive Director, Bob Martinez and Jack Brito, past chairman of the Model Cities Board of Directors congratulate the newly elected board officials, Chairman Eddie Torres, Vice-Chairman Al Garza and incumbent Mauricio Ramirez as secretary. Dice el Señor Jack Brito, "Power to La Raza!"

The San Jose Model Cities American G.I. Forum, one of the most active chapters in California, is now launching a massive membership operation to enlist more Model Cities residents from the target areas of Tropicana, Mayfair, Olin and Gardner Districts. Formation of a Ladies Auxiliary and Junior American G.I. Forum chapters is also on the planning board. For the inside story, contact Chairman Gil Jasso, 259-2622, Vice Chairman Joe Tafolla, 286-9247 or Acting Sec.-Trea. Mauricio Ramirez, 298-2181, Ext. 326. "No hay mal que por bien no venga."

After a five year struggle with the city fathers, the Tropicana residents of East San Jose finally now have a pedestrian-activated traffic signal just south of Marsh road on King. Thru the efforts of

(continued next page) ...



It's O.K. to Owe Kay

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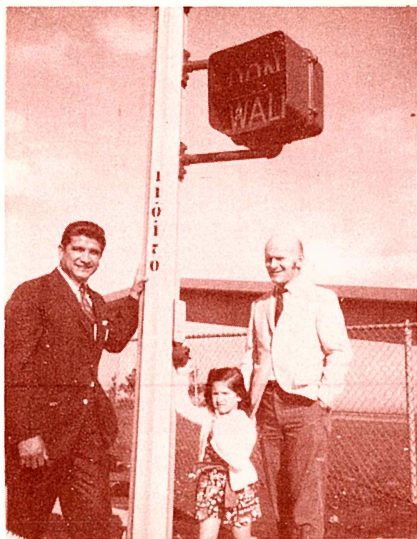
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the Parents-Teachers Assn. of the Grandin Miller Elementary School, its principal, Señor Frank Wilkens and the Tropicana Model Cities delegates, children of that school will be able to cross the street without fear of getting hit by an oncoming vehicle. Instrumental in pressing for immediate action to install the safety device were: Gil Jasso, Model Cities delegate and board member; Señor Frank Wilkins, Vice-Mayor Norman Mineta and Councilman Walt Hays. Numerous accidents have occurred in that area; three children and a motorist have lost their lives in separate accidents. In the picture, Gil Jasso and Principal Frank Wilkens look over the new signal light while Gil's 5 yr. old daughter, Jackie, points to the control button reminding us to push el boton before crossing the street. "El que tiene mas saliva, come mas pinole"



Uno de los lugares de entretenimiento mas amistoso y donde usted encuentra 'pura vida', es el nuevo y muy tejano, LAREDO CLUB, localizado en el 910 al norte de la calle 13. Los muy humilde señores, John y Jenny, dueños de este gran club bailable con musica al estilo tejano, siempre estan para servirles con todo corazon. (Ajua)



At one of their many successful dances recently held by the muy activo Club Social Puertorriqueño, Inc. of San Jose, la fabulosa familia Miranda and algunos 'primos' got together for a once-in-a-lifetime picture; el control de mis huesos, my wife, is in there . . . see her??

"Hay que a ser bola y a ver que sale" The United Food Drive meetings are now on there way. If interested in participating, please call 292-3141, Ext. 561. New officers for 1971 will soon be elected. SEE YOU THERE!

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por 
Daniel Saldaña

MERITORIA LABOR DE EL SR. DANIEL CAMPOS

Los lectores de El Excéntrico de ben de conocer la labor que en el Dto. de Policía de la Ciudad de San José ha desarrollado el Oficial Campos.

Tiene a la fecha catorce años de servicios en el Dto. Es graduado A A en Criminología, A B en Administración Policiaca y estudió en la Escuela de Leyes de la Universidad Lincoln, ha sido asignado a la División de Patrullas, es oficial de las Relaciones Policiacas de la comunidad que se inició en 1966.

Durante sus 14 años de servicio en el Dto. el Sr. Campos se ha preocupado por servir y ayudar a los grupos minoritarios, enfocando su mayor atención al México-Americano y como punto principal a la juventud.

El Sr. Campos es muy escrupuloso en el cumplimiento del deber, a eso se debe su magnífica labor tanto en el Departamento de Policía como en las muchas organizaciones a que pertenece, todas ellas laborando por el beneficio de la comunidad. También ha sido columnista de El Excéntrico, publicó el Boletín de Información de las relaciones Policiacas de la Comunidad; en compañía de otros oficiales tiene un programa de Radio en la estación KAZA en el idioma Castellano, en este programa sustenta pláticas relacionadas con los problemas y servicios de la policía para las personas que no dominan el idioma Inglés.

En el periódico The Mercury del 2 de enero se informa que el mes de febrero se empezarán a dar clases en Español a los policías de servicio en las patrullas, con seguridad el Sr. Campos to-

mará parte en este programa ya que maneja el Español con facilidad y conoce las diferentes dificultades que puede encontrar un policía sino puede establecer comunicación con las personas que solamente hablan Español y que suman mas de 50,000 en San José. The Mercury del 6 de enero informa que el Sr. Daniel Campos ha sido nombrado para la Mesa Directiva Nacional del Proyecto SER y estará en este puesto hasta el 31 de diciembre de 1972.

En 1968 el Sr. Campos fue electo Presidente Nacional del GI Forum en la Ciudad de Corpus Christi, Texas.

La hoja de servicios del oficial Campos es verdaderamente significativa por la diversidad de puestos que ha desempeñado con dedicación a la vez que con inteligencia. Lo anterior se puede resumir en pocas palabras: Siempre ha estado al servicio de la comunidad, es un ejemplo para los México-Americanos, del cual todos debemos sentirnos orgullosos. Es un México-Americano que cumple con su deber, eso es lo que le da la mayor satisfacción a una persona y Daniel Campos merece la estimación y respeto que se ha ganado con el esfuerzo que ha puesto en beneficio de toda la comunidad.

DANIEL
CAMPOS



MERITORIOUS SERVICE of MR.
DANIEL CAMPOS

The readers 'El Excentrico' should know of the many services that officer Campos has developed in the San Jose Police Department.

(continued next page)



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SALDAÑA.... (CONT.)

To date he has 14 years of meritorious service in the Department. He is an A.A. graduate of Ciminology, A.B in Police Administration and studied in the University of Lincoln. He has been assigned to the Patrol Division. He is an Officer of the Public Relations dealing with Police to the Community since it was founded in 1966.

During the 14 years he has been with the Department, he has dedicated his services to help the Minority groups, placing his attention on the Mexican-American, with special emphasis on youth.

Mr. Campos is very carefull in caring out his duty, and to that point, has done a perfect job not only to the Police Department but to other organizations that he belongs to. Always working for the benefit of the Community. He has also been a columnist for El Excentrico. He published a Bulletin of information of the relation of Police to the community. He together with other officers have a radio program in station KAZA in Spanish. In this program he gives information related to the problems of the Community, and the services of the Police, for the people that cannot speak English.

In the 2nd of January edition of the San Jose Mercury, it is published that starting the month of February, patrol police men will be given classes in Spanish. It is most certain that Officer Campos will participate in this program, due to the fact that he can speak Spanish fluently & that he is well-acquainted with the different problems that the policeman can encounter due to a Language Barrier!! There are approximately 50,000 persons in the City of San Jose that speak only Spanish. The 6th of Jan. edition of the Mercury informs us that Mr. DANIEL CAMPOS has been chosen for the National Board of Trustees for the SER Project and will take over his post on the 31st of December, 1972.

In 1968, Mr. Campos was elected National President of the G.I. Forum in the City of Corpus Christi, Texas.

The outline of the services of Officer Campos is a truly significance of the dif

ferent post he has occupied with distinction and meritorious service.

The above can be summarized in few words; He has always given services to the Community, for example - Mexican-Americans, that we should all be very proud. Mr. Campos is a Mexican-American, that has always executed his services in the post he has had with dignity, and that is what gives the greater satisfaction to a person and Mr. Daniel Campos deserves the value and respect that he has attained with the effort he has set to the benefit of the Community.

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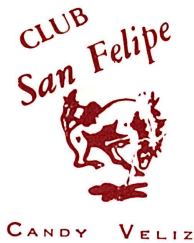
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The first order of business for this year is the United Food Drive. This year it will be at the Starlight Ballroom on February 27th, 1971. We will have four of the areas best orchestras to play. More on this worthwhile project in coming issues of 'EL EXCENTRICO'.

CORONATION BALL

The North Santa Clara Valley G.I. Forum presents Winter's Royalty on January 30th. The place is the M & E Dist., Lodge #508. 655 Vaqueros Ave. Sunnyvale, Cal. The music will be provided by Almendar Danzonera of Connie Cardillo. Time: 6:30 p.m. to 7:30 p.m. cocktail hour. 7:30 to 9:00 p.m. Coronation contest. 9:00 p.m. to 1 a.m. Coronation Ball. Donation is \$3.50 per person. The monies derived from the Coronation Ball is for their worthwhile projects, so lets all try to give them our support.

Club San Felipe had an awards banquet which was highly successful. Among

the persons honored were Mr. Dan Alonso, Mr. Hank Coca, Mr. Juan Contreras, award received by Mr. Pete Espinoza, Mr. Harry Evans, award received by Mr. Joe Flores, in the center of photo is club president Al Garcia. Thanks gents, we appreciate your help.

Even if you are a rabbit don't buy lettuce unless they have a union label. The Farm Laborers are continuously struggling for better pay and working conditions so the least we can do is help by supporting their cause.

Income tax time is here. For best results see Nick Guerrero at 944 E. Santa Clara St. in San Jose, or call 297-2079. He appreciates your patronage and you will be glad he helped you.

Rudy Coronado unquestionably the best drummer in town has joined Jimmy Garcia's orchestra and when you dance to the orchestra of Jimmy Garcia it is the best.

Mario Vazquez will be a candidate for councilman for the City of Santa Clara on April 4th. If you would like to help him call 243-5967, he needs all the help we can give him. And Santa Clara needs A MEXICAN-AMERICAN!

Club San Felipe would like to express it's condolences to Mr. Benny Garza and

(continued next page)



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TERMINOS BANCARIOS

SAN FELIPE... (CONT.)

the Andrade Family in the death of their beloved one, Mrs. Bertha Garza. May she rest in peace.

Boys, just because Pancho Aguilar calls Dan Aguirre Dad and signs his name Pancho Aguilar Aguirre doesn't mean that Dan is his old man—or does it?

When in Salinas, why not stop by Roman's restaurant and Cocktail Lounge he has delicious food and the drinks are superb, on Friday and Saturdays there is good music for your dancing pleasure. Ramon's in Salinas, it's even worth a trip just to go see the place Lo espera Ramon.

We keep saying that there is no discrimination in California and that the Mexican-American is not ignored, then how come San Jose's KNTV Chanle II doesn't have any Spanish programs?

WELFARE

I am not trying to defend pres. Nixon or gov. Reagan, but everybody is up in arms about the welfare program. The ones that receive it because they don't get enough and the one's that contribute because they contribute too much. That my friends is not the issue. The issue is that 76% of Welfare money is supposedly for school children and their upkeep. If it is used for other purposes—like some people suggest—then we have failed. The recipient because they misuse the funds and the contributors, because they are too lenient. In the mean time the children for whom the help was meant are the ones that suffer.

I personally believe that children, elderly and disabled people should be well taken care of but, when welfare is abused it's time for a drastic change. You decide if I am right or wrong. While you are deciding don't forget that the greedy cheats the needy—that's a fact.

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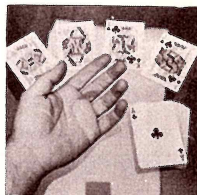
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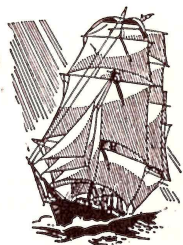
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(foto richard diaz)

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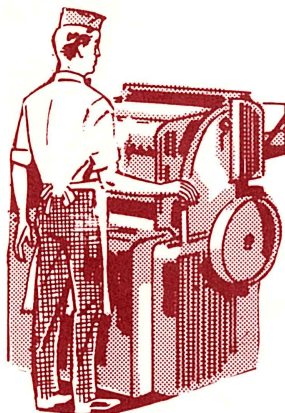
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MARCE MORA



UNITED FOOD DRIVE IS HERE AGAIN...!

For the last few years the Food Drive, has not been very successful, maybe it is due to the change of halls. It has been talked about dropping the whole thing, but it would be a shame to do so. The cooperation to help and the attendance of people has not been so good.

There are persons like C. Veliz, P. Vasquez, R. Belloumini, the Payers, C. Henry A. Urrabazo, H. Flores, etc, who have done their best in staying in this worthwhile cause. Donations are to help needy people and believe me it has helped many. So, let's all get interested and help or attend this coming dance which will be in the month of February. We, hope to see all our friends there, especially those who at one time or another helped. More information in the next coming issue.

WHAT'S HAPPENING AROUND TOWN
Bobby Flores seems to be doing great with his band. Congratulations.

Humberto Garcia has the right solution, attend to his business and stay neutral.

"That's the best way to fly".

Wilford Irizarry has started the Amateur night at the Esquire Theatre on Thursday, we wish him a lot of luck, and we know it will be a success.

SORRY to hear that our nice friend Mrs. Sauverwine, President of Fiesta De Las Rosas has quit her chairmanship. After all she went through, I don't blame her, but she shows she is a good sport, she hopes that her quitting will open a door to a new program and that there will be a Fiesta this year. "Well, let's hope so."

ANDREW G. DIAZ, has announced he will run for Mayor, Wow! I guess he doesn't give up, after running unsuccessfully for

County Supervisor and City Councilman in the past three years. Well, Andrew, Lots of Luck.

ALSO RUNNING for Virginia Shaffer's Council Seat is Mr. Alfred F. Cervantes. We wish him a lot of luck also.

Virginia Shaffer will not seek re-election due to other offers and we wish her all the luck in the world.



RAUL CHAPA will take Miss Guadalupe Serrano, as his bride February 6th.

I would like to wish this couple all the happiness in the world and thank them for the wonderful invitation to the wedding. Raul is an active member of Club San Felipe and has helped for many years in the UNITED FOOD DRIVE.

IN URGENT NEED of some Furniture that you might not want, to help some families who arrived in San Jose and need it real bad. So, anything will help, please call me at 251-1685 after 4:00 p.m. These families will appreciate it very much.

Until next time... MARCE

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Y
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DE CASAS**

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Ralph Reyes



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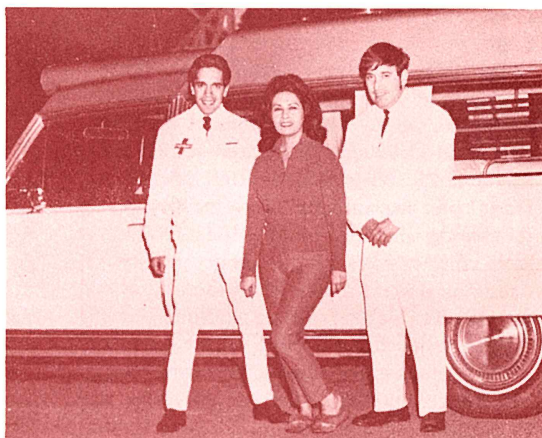
AMBULANCE SERVICE ANYONE ?

Sorry the pretty lady will not attend your call, but her brothers

Luis and Lionel Montemayor will (she is Feliz Alonzo) wife of Dan Alonzo de la Empresa de Los Grandes Espectaculos.

The Ambulance Service operates out of Reemont, Calif.

(Richard Diaz photo)



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by
**RALPH
REYES**



REAL ESTATE and RICHES

In spite of books that have been written, few real estate investors have become rich overnight, however many become wealthy in only a few years. Sound financial security is almost always present for the real estate owner.

There is no magic wand to convert your real estate into a fat profit overnight, but there is the ever present realistic inflationary pressures that increase the value of your property over the years.

Seems we've all heard about the guy that paid \$1,000 for a lot then sold it for \$5,000. The only thing they left out of the story was the number of years between the two transactions. In additions, I am sure that hard work, patience, and increasing population also had something to do with the higher selling price.

The best thing a family can do is to buy real estate, especially your own home. Paint your initial on the garage door, it is OK, it's your own home. On your front you can have a water fight, and make a little extra noise, it's OK, it's your own home.

Real estate is fundamental. It is here, there, it everywhere. Everyone uses it. Anyone can own it. Homes, churches, & schools are all part of it.

The land we occupy shows all of civilization's accomplishments. Man builds his hopes and dreams on land. The more man builds the more he shows future generations what was accomplished in his own life span.

Real estate is basic. We all need it. You as an owner of real estate are amongst the most creative people in the world. By owning real estate you indicate that you are in accord with all the creative persons that built it. Your se-

lection of that property plus the years of patiently making payments on it will assuredly secure a profit for you. There is no magic in it, only common sense. We've all got that.

A word of caution I must give you. Real estate is everything I say it is, however some pitfalls do exist. Haste and lack of sufficient facts can result in a bad decision.

The wisest real estate investor will consult the experts. Why don't you always consult a Real Estate Agent. He will prevent you getting into problems for you before they can become a large headache.

Real estate is not a gamble. It is an investment in your future financial independence. Meanwhile your family enjoys the comfort and security of home ownership. The reward for you at the end of the rainbow comes when you eventually sell - it is called Profit.

You can tell anyone I said SO.

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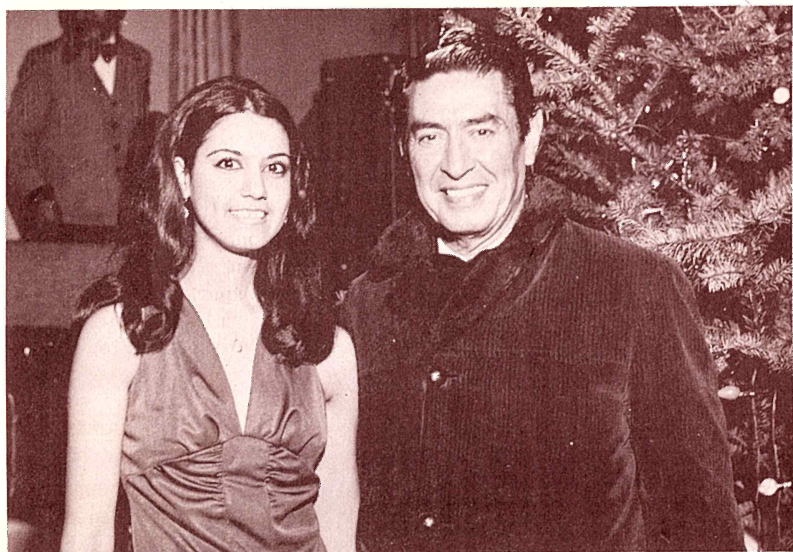
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during his recent appearance at the Starlight Ballroom.
(richard diaz photo)



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E impón cultura, porque fuiste y eres
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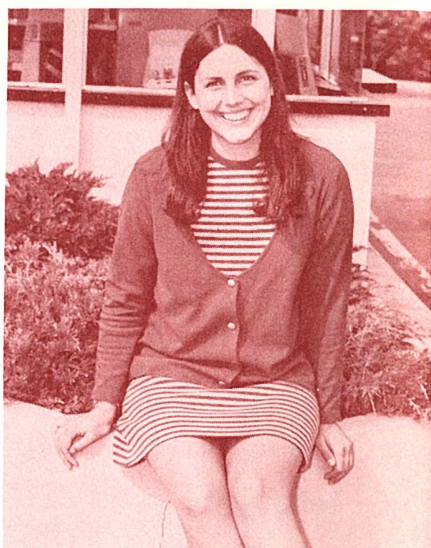
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Se trata de Jess Medina y su muy
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Anual de dicho club.

(foto richard diaz)



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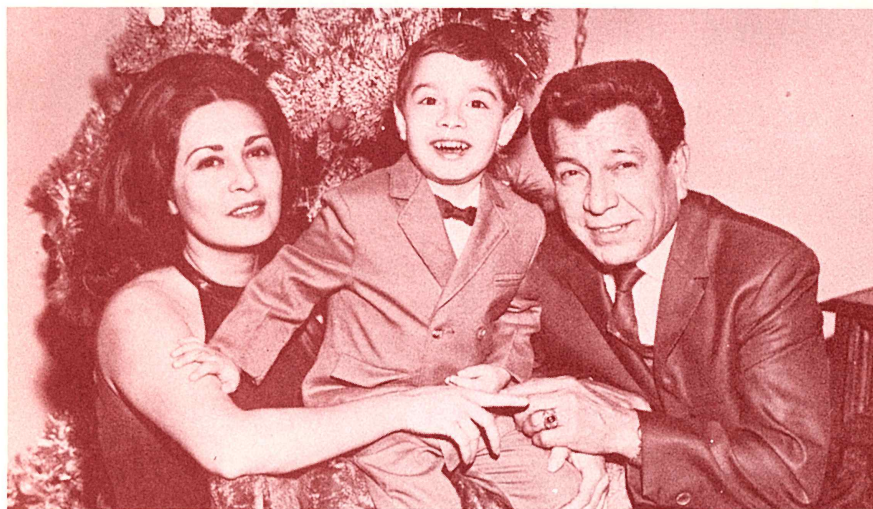


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