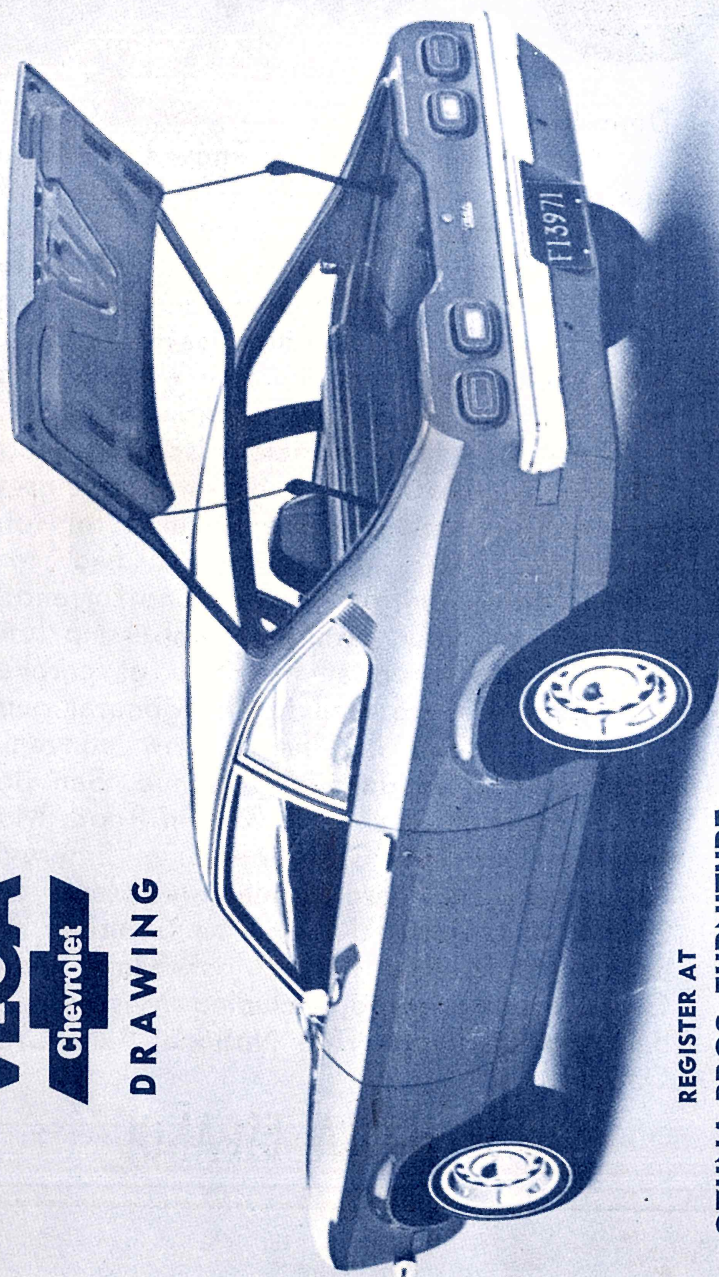


El Excentrico

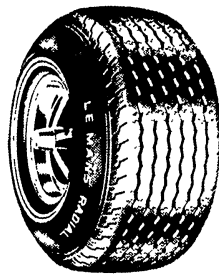
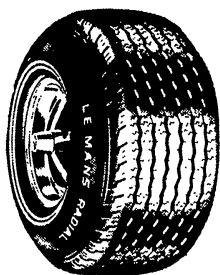
Humberto Garcia

December 5, 1972

FREE
VEGA
Chevrolet
DRAWING



REGISTER AT
OZUNA BROS. FURNITURE
288 - 8222 161 S. 2nd St. San Jose



Dear Reader:

You will be pleased to know that arrangements have been made whereby readers of El Excentrico may regularly experience wholesale warehouse buying privileges with Tire Systems Inc./Group Discount Wholesales on the purchase of premium quality tires, batteries and E.Z. Ride shock absorbers, as well as other automotive products as they become available.

Enclosed is your special discount schedule which shows clearly the substantial savings you may receive, and is a useful guide for future reference. Also enclosed are two membership cards, one for you and one for another member of your family. Membership cards must be presented at the time of purchase, as T. S. I. does not sell to the general public.

Tire Systems Inc. has a new convenient location at 1775 Junction Avenue, San Jose. Other locations are - 709 Stierlin Road, Mountain View, and 5892 Christie Avenue, Emeryville. All warehouses are open weekdays from 8:30 A.M. to 6:30 P.M. and on Saturday from 8:00 A.M. to 5:00 P.M. Most Major Credit Cards are accepted, including Mastercharge, BankAmericard and First National Bank Credit Cards.

SE HABLA ESPAÑOL



CITY OF SAN JOSE
CALIFORNIA

JOB OPENING

Position: Executive Director, Human Relations (U)

Salary: \$1265 - \$1537 per month.

This is an unclassified position for the City of San Jose. The incumbent is administratively responsible to the City Manager but also serves as Executive Secretary to the Human Relations Commission. The position will involve a comprehensive City-wide human relation program involving educational and informational programs with the objective of developing understanding among racial, religious, and ethnic groups.

Qualifications: Equivalent to a college degree and four years experience in the field of group work, community organization, community relations, or personnel work which has handling of environmental adjustment programs of individuals or groups.

Substitution Pattern: Experience can be substituted for education.

Example: High school education plus eight years of experience.

Applicant must file an official application with the City of San Jose by Tuesday, December 12, 1972. For additional information and applications contact:

EDUARDO TRUJILLO
801 North First Street
San Jose, California 95110
Phone: 277-4000 Ext. 4204



MEDITATIONS
From
PRISON

◆
Mary Bartle
Saunders

Part 5

For the prisoner, there is a permanent feeling of frustration based on the lack of understanding on the part of his visitors. Apart from their failing to understand the urgency that the prisoner has, they fail to recognize that unless they are of positive help, he has virtually no hope. Perhaps, one reason for this failure lies in their points of view. Their lives have not changed, while the prisoner's life has radically changed! As a result, things for him assume a degree of importance that is disproportionate to reality. This distortion in value seems to grow with each month that passes. The visitor is aware of it, the prisoner is not. Thus, evolves the oppressing urgency and futile frustration the prisoner feels so deeply. It is very real to him.

Many have failed him when he needed them the most, this he has now accepted. To offset this fact of life, the prisoner goes through a strange process of mechanical defense within himself. He takes refuge in his innermost self where he reorganizes himself in the face of the many disappointments he has encountered. Through his basic strength and basic beliefs, he has been able to accomplish this, and now, he is ready to return to the realities of everyday life. He has faced a grave crisis and he has overcome it, but the memory of the past remains. He draws on his past experiences to create a world of thought wherein he often escapes for a while. A simple idea, a casual gesture is enough, sometimes, to send him back into a vision of memory that he had long left behind. He eagerly reviews those memories that constitute pleasure, kindness, nobility, love, and understanding.

The prisoner reviews his sentimental past hoping to learn if he really has loved and if his love is true. Later, on his knees, tearfully, he offers thanks, for, yes, he has loved and he loves still. Symbolically, he relates what love means to him in two ways. First, to abstract ideals, and second, to human be-

ings, particularly those who have been close to him throughout his life. For example, he has love for his country, for justice, and for the brotherhood of man. He knows love for his children, his wife, the mother of his children, and for his family now so far away.

In the quiet hours of the night he speaks a monologue in his mind. Every such monologue takes real form. It is not a mere phantasy, but a very serious manifestation of thought whose end is escape into a phantasy world which acts as a means of bringing about a form of spiritual redemption for the prisoner and a new closeness to the Divine, which in turn generates a realization of kindness and understanding in the prisoner.

"God, how I love her! If only she could know the desperation in which I cry out to her; the degree of my need to know her. She is the symbol of everything that I have ever held dear in my life. She symbolizes Freedom, Love, Kindness and Understanding. Will these my agonizing feeling reach her and speak to her? God, God of man, grant me the power I need to reach her in spirit, to invade her dreams and softly tell her in her ear of the greatness of my love, and that in tribute to her love and inspiration I will overcome the torment that is my life. God, grant that I be given the gift of her love and devotion. Hear me, God! Hear me, Lady of Guadalupe!"

In his present situation, the prisoner is daily in contact with brutality and a lack of social consciousness. In order to avoid becoming dehumanized himself, and, thus, become a part of his vicious environment, he has a great need to relate to things on a higher spiritual level. By so doing, he will not succumb to his present surroundings.

His need for love is, of course, related to his mother, to his children, to his wife, and, it goes beyond, to reach out to his friends. On every occasion where he comes in contact with those on the outside, he tries to communicate to them his need, but too often this tender sentiment is overwhelmed by the urgency of his problems. His wife is ill and finds it increasingly difficult to earn a living. His children are in need and they are not being properly cared for in a material way. He wonders how he can reach the higher authorities and make them understand the true nature of his predicament. To his way of thinking, these are valid reasons worthy of consideration by the authorities in the granting of an earlier release

(continued next page)

KRC CARPETS

Ordene Sus Alfombras Ahora
PARA NAVIDAD !

Desde el Bajisimo Precio de
\$2.99 la Yarda Cuadrada

PROSUPUESTOS GRATIS!

Llame al 295 - 3432



Nuestra Bodega esta localizada en el
1639 Rogers Ave. San Jose

1143 E. Santa Clara St. San Jose

Marglads

Monday, Tues. Wednesday & Friday
9:30 a.m. to 5:30 p.m.
THURSDAY 12:00 to 9:00 p.m.
SATURDAY 9:30 a.m. to 5:00 p.m.

BRIDAL SALON

Is famous for individual attention
WEDDING GOWNS
BRIDESMAID GOWNS
MOTHER OF THE BRIDE
PROM DRESSES
PRESENTATIONS

294 - 0755

(Free Parking In Rear)

1202 THE ALAMEDA

KENT'S REXALL PHARMACY

La Farmacia con
DESCUENTOS en RECETAS
y Mercancia

Llenamos toda clase de recetas de las
Uniones inclusive del Retail Clerk's

YOUR
BANKAMERICARD
MASTER CHARGE
1st Nat. Bank
CREDIT CARDS
WELCOME HERE



★ BLUE SHIELD PRESCRIPTIONS



294-6003

1011 LINCOLN AVE. SAN JOSE, CALIF.



Do something beautiful
for the special people in your life

GRANAT BROS

Jewelers
SINCE 1905

STEVENS CREEK PLAZA, SANTA CLARA
Stevens Creek Blvd. at Winchester Blvd.

EASTRIDGE MALL, SAN JOSE
Capitol Expressway, Tully and Quimby Roads

MEDITATIONS(CONT.)

date, but he has fear in his heart. He has seen so many examples of almost total lack of concern for the gravely serious problems of his fellow prisoners, problems that could very well turn into tragedy.

He wonders as to what is the real purpose and objective of the whole penal system which creates this servitude. It is the lot of a prisoner to serve a sentence. Society through the Court has demanded it. When he was separated from his family to go to prison, the unity of his household was seriously weakened. Its head, its wage-earner was taken away. Tragedy lurks just over the horizon for what is left of his family unit. To the prisoner this is not just! Is not the objective of imprisonment, rehabilitation—the eventual restoration to Society of a criminal become a useful and a good citizen? It not the purpose of having a prisoner undergo the experience of separation from Society as a whole and from his family as a unit, to bring about the desired or needed correction in his conduct and behavioral attitudes, and, thus, reaffirm his function in Society?

Destruction of his family can only bring about the destruction of the individual. If this effect were to become widespread, the end result could lead to the eventual breakdown of Society itself.

What can be done to cause the authorities to pay closer attention to the valid and serious reasons presented by prisoners who hope for a recognition of the fact that there are cases worthy of human compassion and humane concern for the family unit as it relates to the whole of Society? The answer to this question should be a basic tenet in the attainment of correction by the penal system.

Actually, rehabilitation has been accomplished by having forced the individual to take a hard look at himself and at the reasons that have brought him to this present incarceration. Now, he realizes the gravity of his past behavior. He has changed from the inside-out and from the outside-in. His whole new attitude reflects this very concept of rehabilitation.

One question plagues him, "Do the authorities recognize and understand this? Are they really concerned with looking into the positive change and the constructive attitudes and projections of the individual prisoner?"

Punishment for the sake of punishment alone can be extremely dangerous and harmful, not only to the object of that punish-

ment, but also to those who must enforce it. Who can say at what point a given individual reaches a point of diminishing returns? At one moment he is reformed, rehabilitated, readjusted. In the next, he begins his downhill fall into the stream of distorted behavior that we know as the 'hardened criminal'.

How many lives would be different if a prisoner's sentence could be terminated exactly at that point!

**Obtain Your Copy of
EXCENTRICO
With Any of Our Sponsors**

Dr. Juan de Heras, D. C.

CASOS de ACCIDENTES de TRABAJO
WELFARE y AUTOMOBILISTICOS

NUEVA DIRECCION

2351 FOREST AVENUE

Atras de VALLEY FAIR Shopping Center

Tel. 249-1244



WE Wholesale CARS

Frente a la Iglesia San Jose

83 S. MARKET ST.

PAISANO Aqui estoy para SERVIRLE
EN SUS NECESIDADES de
TRANSPORTACION

Asi como ASISTIRLE en sus PROBLEMAS
de CREDITO!

De Mexicano a Mexicano dejeme ayudarle
a seleccionar su AUTO a precios de
Mayoreo en M. C. MOTORS

Call Now: 275 - 1419

O Visitenos: 83 S. MARKET ST.

Ask For: Mexican DAVE

CARLOS CASTILLO y Su TROPICANA

TODOS LOS VIERNES



Algo Unico ! NO FALTE UD.

ARTURO'S QUIET VILLAGE

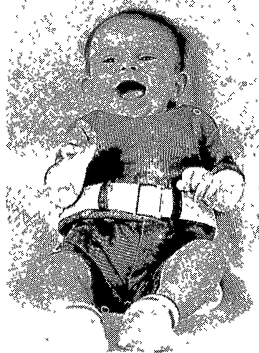
**293 - 1010 950 S. First St.
San Jose, California**

GALERIA INFANTIL

GREGORY GUTH
3 months old
parents
Leland and Lydia Guth

MAC HERNANDEZ
STUDIO

YOLANDA GAETA
1 1/2 year old
Born in San Jose
parents
Jesse & Jessie Gaeta



OLYMPIC DRIVING SCHOOL

Damos Lecciones desde su Casa o
desde su Trabajo.

LOS 7 DIAS de la SEMANA
DIA o de NOCHE

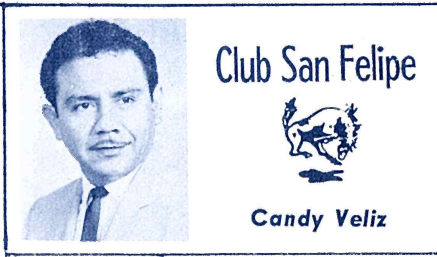
- NO CONTRACTS OR OBLIGATIONS
TO TAKE A SET COURSE
- PRIVATE PERSONAL LESSONS
- PARKING MADE EASY
- SPECIAL TEEN-AGE PROGRAM
- FREE LEARNERS PERMIT



Tel. 293 - 2700

549 STOCTON Ave.

SAN JOSE, CALIF.



Club San Felipe had its annual turkey shoot Sunday, Nov. 19. The first prize went to Amador Urrabazo, second prize to Pete Navarro, third prize to Al Garcia, fourth prize to Mario Garcia and fifth prize to Joe Camarillo. The consolation prize went to Jerry Moran and Raul Chapa. This year they finally hit the target, however; that's because they were allowed to use shot guns.



Rodolfo Martinez and Angie Medina were married on Thursday, November 22. El Puerto in Sunnyvale was the place where the wedding took place. Many friends and relatives attended and after the ceremony they were served food and goodies. Everyone had a wonderful time and saw the newlywed couple leave on a happy Luna De Miel. Rodolfo and Angie, congratulations!

This is Linda Garcia, a lovely gavachita that serves your cocktails at the Starlight Ballroom and at the Tropicana Lounge. Besides being lovely she has a very warm per-



sonality. Call her gavachita. She doesn't mind. Right—Gavachita—right.

Hacienda Discount Furniture Store has a big Pre-Christmas sale on every item in the store at 1763 South First in San Jose. Don't miss out. Buy now, but be sure that it is at Hacienda.

Angela Davis has been to the Soviet Union, East Germany, Bulgaria, etc., etc., and primarily to inform these countries that she has their way of thinking, agreeing with their way of life and how rotten America is.

Those countries are against us enough without one of us stressing our weak points to them. I know that there are a lot of things wrong with America, but I prefer to change things through the ballot box. While I only reach 5,000 readers, Miss Davis reaches millions and she more than anyone should not speak against America and especially to our enemies, because whether she knows it or not she, just like me, has only one country—AMERICA.

(continued next page)

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

Departamento Completo De LICORES!

Esquina Prevost y Auzerai Ave.

Tel. 293 - 1773

San Jose, Calif.

SAN FELIPE.....(CONT.)

Ricardo Gonzalez is a nice guy but I think we are tiring his patience. Here is the last episode. Pachito Gonzalez said: "Ricardo, ya

pisas menos?" Ricardo said: "Si." "Menos que una troca."

Here are some photos of Club Felipe's Autumn dance.



First photo shows some Club San Felipe members and their guests. Photo taken after the dance.



Second photo shows Paul Chapa, Mario Garcia and grand prize winner.

Remember to send your favorites for 1972. The best dancer, singer, most beautiful, most handsome, most eligible bachelor, bachelorette, best combo, best orchestra, best bartender, best waitress, best dressed, etc., etc. Mail the name and photo right away to El Ercentrico, c/o Candy Veliz, 274 Terraine St., San Jose, Calif. Thank you.



Third photo shows Jerry Moran and some of the prize winners. In background Raul Chapa and Club San Felipe Queen LuLu Aguristi.



Fourth photo shows Mario Garcia with four prize winners. In background Raul, LuLu and Club Pres. R. Martinez.

SAN JOSE BEAUTY COLLEGE

156 S. SECOND STREET

SAN JOSE, CA.

PHONE 298 - 4388



HAIR STYLES GALORE

TUESDAY, WEDNESDAY and FRIDAY SPECIALS

PERMANENTS 1/2 PRICE

REG. \$10.00	ONLY \$5.00	REG. \$15.00	" \$8.75
\$12.50	" \$6.25	\$20.00	" \$10.00
\$15.00	" \$7.50		

INCLUDES COMPLETE HAIRCUT AND SHAMPOO SET

THURSDAYS — TWO FOR ONE

SHAMPOO SETS - TWO FOR THE PRICE OF ONE \$2.50

(BRING A FRIEND)

For Your Appointment

Phone 298 - 4388

All Work Done by Students

HOURS: 9:15 a. m. to 3:00 p. m. TUES. thru FRIDAY

3:00 a. m. to 3:00 p. m. SATURDAYS

FREE PARKING

Adjacent to Building



LAS CAZUELAS

Aqui Encontrara el MENU
mas Extenso y Variado de
toda la Bahia

Lo Mas Selecto y Delicioso
En Comidas Mexicanas

Carmen Gonzalez, Prop.

297-6370 30 S. SECOND ST.

AGENCIA DE INHUMACIONES

Mission Chapel

RANCADORE & ALAMEDA

SIRVIENDO A LA COLONIA DESDE 1933

EN QUIEN PUEDE UD,

DEPENDER

EMBALSAMADORES

REGISTRADOS

ABIERTO 24 HORAS

SE

HABLA ESPAÑOL



**A. ALAN
ALAMEDA**



**ALAN A.
ALAMEDA**

TELEFONO 293-0073 600 S. 2ND ST. SAN JOSE, CA.

La COMUNIDAD

de

SAN JOSE

★

Angie Martinez



Alcoholic Anonymous

GRUPO DISTINTO AMANESER

1660 E. Santa Clara Street

AMIGOS INVITADOS

Juntas LOS DOMINGOS de

11 a.m. a 2:00 p.m.

SOLO por HOY

Yo deseo vivir durante este día solamente, no atacar el problema de vivir de una vez. Yo podre hacer algo por 12 horas. Las que me ayudaran mucho.. Si yo callaria este día y que me guardaria por todo el resto de mi vida.

"Solo por HOY, sere muy FELIZ" esto asesta ser muy cierto lo que dijo Abraham Lincoln, la mayor parte de nosotros somos mas felices de lo que persamos. Si abrieramos nuestras mentes.

Solo por hoy me apurare por lo que es y no me preocupare por todos mis deseos.

Solo por hoy hare fortalecer mi mente, bare por estudiar algo de provecho y no ser un flojo mental. Yo hare algo de provecho y no sere un flojo mental. Yo hare algo de provecho que requiera esfuerzo, pensamiento y concentracion.

Solo por hoy practicara mi espiritu en tres modos, yo haria dos cosas que no quiero hacer, no dare a saber mis sentimientos lastimados.

Por HOY tendre un programa, talvez no lo seguire exactamente, pero yo tengo este programa. Yo me cuidare de dos molestias de apuros y indecisiones.

Tan solo por hoy guardare silencio por toda una media hora y descansare durante esta media hora.

Algunas veces yo trato de hallar una lejanía mejor en mi vida.

Solo por hoy estare sin temor alguno, es decir; no temamos a lo que es hermoso, dejemos vivir y vivamos por un día a la vez, "SOLO POR HOY".

DEAR MOM AND DAD

"The war is over now. My task is done at last. Mom and Dad, there's something I must ask of you. I have a friend. He has no friends you see, so Mom, I would like to bring him home with me."

"My Son, of course we don't mind if someone comes back home with you. I'm sure he could stay a day or so."

"But Mom, I must tell you. Please don't be alarmed. My friend you see, in battle just happened to lose an arm".

"My Son, don't be ashamed to bring him with you. He can stay with us a week or two."

"There's something I must say: My friend, you see, in battle just happened to lose a leg".

"My Son, it hurts to say this, but the answer must be no. Your Dad and I wouldn't have time for a boy who is crippled".

Sometime later a letter came saying that the boy had died. They heard the cause of death the letter said suicide. When the casket came draped with our Nation's Flag, they saw their son lying there without an arm or leg.

All Vietnam Veterans are our Sons and they have wounds, most are mental. Look closely... We should have the time to help and care.

For Your

WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

R E N T A L S

APARTMENTS

HOMES

ROOMS

Telephone 294-2050

Mr. SANCHEZ

1/2 PRICE SALE

The DISCOUNT that Everybody Understands

	REG. PRICE	1/2 PRICE		
THE PLUSH VELVET SOFA BED & CHAIR...	\$250.00	\$125.00	THE SANDRA! Bronze Marble Table Top With 6 Hi Back Decorator Chairs	\$260.00 \$230.00
THE SEVILLE! Leather Feel 8' Sofa & Chair...	\$519.95	\$259.95	THE RANCHERO! 9 Hi Back Decorator Chairs With A 7 Ft. Table Walnut Top	\$300.00 \$149.95
THE MIA! PLUSH RICH FUR HEAVYWOOD POST SOFA & LOVE SEAT	\$600.00	\$299.95	THE ESPANA!! Wrought Iron At Its Best Table With Trestle Base 6 Wrought Iron Chairs..	\$400.00 \$199.95
THE CONTESSA! 8 FT. OF ELEGANCE SOFA LOVE SEAT (OTTO- MEM)	\$640.00	\$319.95	Living Room Tables! In Groups of 3, Hexagon, Square, Dbl. Tier Cock- tail THE BARON Group.	\$300.00 \$149.95
THE TOPAZ! 8 FT. OF QUILTED BEAUTY SPANISH RED SOFA & LOVE SEAT	\$595.00	\$297.95	THE CASA DEL SOL Grp. Vel. Ins't w/Wr't Iron..	\$340.00 \$159.00
THE FLAIR 8' SOFA AND LOVE SEAT Water Fall Cushions In Laredo Gold	\$559.95	\$279.95	THE MOD Set Wal Con- tempo w/Formica Tops..	\$100.00 \$49.95
THE GRANADA Elegance You Cannot Believe! SOFA & LOVE Belgium Velvet	\$795.95	\$499.95	THE BUTCHER Block - Virtue 7 Pc. Contempo..	\$400.00 \$199.95
THE TEMPO! For The Per- son Who Wants Some- thing Different Loose Pillow Plush Fur.	\$619.95	\$309.95	BEDROOM SETS! — All Groups Incl. Tripl Drssr., Mirr, Hdbd, 2 Nite Stands Chest or Armoire	
DINETTES! Starting With The Honeymoon Special 3 Pc. Set	\$59.95	\$29.95	THE MOYA	\$399.95 \$199.95
THE MICHELLE! Marble Green Inlay Top w/6 Hi- Back Chairs in Florette Green	\$258.00	\$128.95	THE MOROCCO	\$1400.00 \$699.95
			THE MADRID	\$600.00 \$299.95
			THE POMPEII	\$1400.00 \$699.95
			THE CASA SOL	\$1400.00 \$699.95

These Are But A Few Of The More Than
2400 Items That Are On Sale At GIANT
FURNITURE Warehouse. No Fancy Frills.
Name Brand Furniture. Some Even At Deal-
ers Cost. SALE NOW IN PROGRESS. Bring
Your Truck Or Trailer. No Phone Orders
Please. Delivery Service Available. OPEN
DAILY 'TIL 9:00.

20, 30, 40, 50% OFF !

WHILE THEY LAST Hurry!

TONY EREDIA

RUDY MOYA



Giant Furniture & Stereo

Telefono: 298 - 1991

2017 South FIRST St.

(Monterey Highway)

San Jose, Calif.



LOS YAQUIS DE OBREGON

Era el apogeo de la Revolución Mexicana de 1910, vivíamos en la entonces municipalidad de Azcapotzalco, hoy delegación. Mi padre se dedicaba a atender sus negocios, uno de ellos eran unos terrenos dedicados a la agricultura. En tiempo de cosechas, llegaban a los casa los carros rabones, se llamaban así, por que tenían solamente dos grandes ruedas y eran tirados por una mula; estos carros rabones acarreaban costales hasta llenar una gran bodega que había en la casa con los sacos de maíz y de frijol.

En el corral de la casa había un establo con unas 20 vacas, había una caballeriza con cinco o seis caballos y también tenían su lugar unas cuarenta borregas; el gallinero ocupaba un lado del corral y era el lugar que más visitábamos mis hermanos y yo, nos gustaba ir a comer los huevos crudos, les hacíamos un pequeño ahujero en el cascarón y por allí succionábamos el contenido, luego los dejábamos otra vez en su lugar, era más travesura y glotonería que hambre o alimentación. No obstante esta tranquila vida pueblerina, se sucedían las entradas y salidas al poblado de las diferentes facciones revolucionarias que operaban en el país; un día eran los Carrancistas, otro Zapatistas o los Villistas, la población se enteraba por los periódicos, El Imparcial o La Nueva Era, otras veces los soldados corrían por las calles a caballo gritando. Viva Carranza!... Viva Villa... Viva Zapata. Según la facción a que pertenecía, la chiquillería también gritaba lo mismo que los de a caballo, para los chiquillos aquello era como un juego, no se daban cuenta sus mentes infantiles de la trascendencia que estos gritos tenían para el país. Yo organicé mi ejército, con mis hermanos y algunos vecinos, ninguno teníamos más de ocho años, hacía yo de jefe, con espadas de tejamanil y palos de escobas como caballos; corríamos las calles gritando: Viva

Madero... El Presidente Martir hacía tiempo que había sido asesinado, pero nosotros seguíamos siendo Maderistas.

Los soldados que corrían las calles gritando Vivas a su bando, veían mi ejército de ocho o diez muchachos gritando viva Madero, nos acompañaban en nuestro grito, soltaban la cacajada y se alejaban espuleando sus caballos.

Un día llegó mi padre con la noticia leída en El Imparcial, que las fuerzas del General Obregon se dirigían a la Capital los que venían eran indios Yaquis de Sonora. Mi padre era un ciudadano pacífico, no era partidario de ningún bando y solo se dedicaba a sus negocios y al bienestar de su familia, mi madre, mis cuatro hermanos, mis dos hermanas y yo, por su nacionalidad Española mi padre se absteía de tomar parte en el conflicto surgido con la caída de los porfiristas y la muerte del Presidente Madero; sin embargo, se daba cuenta de las penalidades de la tropa de cualquier facción, las fuerzas de Obregon venían por tlalnepantla y para llegar a la capital tenían que pasar por Azcapotzalco en donde se reorganizarían tomando un descanso para entrar en la Ciudad de México.

Frente a la casa de mi familia había un mesón, en el acostumbraban parar las recuas que traían mercancías para venderlas en la Capital. En este mesón pararon las tropas, no había espacio suficiente, no había comida ni lugar para las cabalgaduras. Mi padre y mi madre ordenaron que se hicieran unas cazuelas de arroz, se sacrificaran una borrega y se guisaran, se cocieran grandes botes de frijoles y un buen número de tortilleras se pusieron a hacer tortillas, también ordenaron que toda la ordena de ese día se repartiera entre los soldados, sin que estos tuvieran que pagar por esos alimentos.

Salí mi padre a la calle para ver si había falta algo y si había suficiente para todos, se dio cuenta que los caballos amarrados en la reja del jardín la estaban aflojando, pidió hablar con el encargado de la tropa para decirle que había un corral donde podían soltar a los animales y darles su pienso, así no estropearían la reja. El sargento con quien mi padre habló se enfureció y ordenó a dos Yaquis que lo sujetaran, tanto el sargento como los soldados despedían un fuerte olor a Bacanora, la bebida regional de Sonora y que deben haber traído desde su lejano Estado; en vano mi padre pidió que llamaran algún oficial o jefe de la tropa, el sargen-

(continúa en la siguiente plana)

MARIA'S COCKTAIL LOUNGE

El Centro Nocturno Mas Elegante
de Toda la Bahia

DANCING Every Week End

The Best Combo in the
Bay Area

A GAY & LIVELY
ATMOSPHERE

295-9872

728 N. 13th St.

San Jose, Ca.



DAN and MARIA
AGUIRRE, Props.

El Night Club Mas Elegante en toda la
Bahia, lo Mejor en Hi-Balls
Y MUSICA para BAILAR !

Sr. Juan y Sra. Francis Miranda

Sr. Jose y Sra. Amalia Santiago

*participan a Ud. el enlace
de su hija e hijo*

Diana y Jose, Jr.

*Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia civil que se verificara el
Sabado 9 de Diciembre 1972, a las 5:00p.m.
200 W. Hedding St. San Jose, California*

DIANA

Es nativa de San Jose, Calif.

Radica en Campbell, Ca.

Hizo sus estudios en Campbell

JD



JOSE

Nacio en Arecibo, Puerto Rico
4 años de residencia en San Jose
Hizo sus estudios en Puerto Rico

SEAT COVER KING

FURNITURE & AUTO UPHOLSTERY

VINYL TOPS

COMPLETE CUSTOM UPHOLSTERY

CONVERTIBLE TOPS

Recovering - Upholstering

FREE ESTIMATES
PICKUP & DELIVERY

JOE MOYA, Prop.

286 - 3434 905 N. 8th St. Off Hedding



Saldaña

(CONT.).....

to no hizo caso y ya empezaba a formar el peloton de fusilamiento. Con toda enteresa mi padre le dijo al sargento que se podria soltar de los soldados que lo sujetaban, pero que no queria violencia, que el los habia recibido en son de paz... Mientras mi padre trataba de hacer razonar al sargento, se abrio uno de los balcones que daban al jardin que servia de frente a la casa. En el balcon aparecia mi madre, apuntando con un rifle que mi padre usaba en sus cacerias o para seguridad en la casa. Con una voz que dejo a todos paralizados grito: Ustedes pueden asesinar a mi marido, pero el que de la orden se va con el. Con el alboroto que esto produjo salio el coronel jefe de las tropas, vino a hablar con mi padre y una vez enterado de la situacion, ordeno al sargento que se presentara arrestado, haciendo que los soldados soltaran a mi padre, ordeno que la cabalada que estaba amarrada a la reja se pasara al corral; le dio las gracias a mi padre por la comida de la tropa así como por el alojamiento y alimento a las bestias.

Como mi madre todavia estaba en el balcon apuntando con su rifle, el coronel le pregunto a mi padre: quien era esa señora que estba apuntando con el rifle, mi padre le contesto ; es mi esposa, la madre de mis hijos, el coronel volvio a preguntar; es española? no señor, contesto mi padre, es mexicana. Su esposa le ha salvado lavida, dijo el coronel, y dirigiendose a mi madre le dijo; Señora retire su arma y reciba mi respeto y admiracion por su valor.

Al día siguiente mi padre mi madre y todos nosotros vimos al coronel cuadrarse frente al balcon para despedirse, se puso al frente de las tropas obregonistas y continuaron su camino con rumbo a la Capital de la Republica Mexicana.

Jess Garage

Taller Mexicano de Mecanica



JESS IZQUIERDO, Prop.

**ELECTRONIC SCOPE TUNE-UP
COMPLETE OVERHAUL**

Brakes - Generators - Starters

Lunes a Sabado 8:00 a 6:00 p.m.

Master Charge Plan Bank Americard
First National Card

FREE TOWING SERVICE

295 - 3334

115 S. 28 St.

Ida's TUXEDO RENTAL
292 - 9102 380 S. First St.



Red, White, Blue
Dinner Jacket
and Pants

Includes: Shirt,
Tie, Cuff Links,
Cummerbunds,
Studs and
Suspenders

We Rent and Sell Santa Claus Suits

Regular Hours
9 A.M. to 6 P.M.
Mon., Thurs., Fri.
9 A.M. to 9 P.M.
Sat 8 A.M. to 5 P.M.

Bus Ph. 292-9102
BLACK SUIT
Directors Coat and Vest
Full Dress Suit
Cutaway Coats and Vests

380 SO 1st
SAN JOSE, CALIF.
95113



292-3710

799 S. First St.

San Jose



**AMADO y CARMEN GARCIA
PROPS.**

MOTORES GILBERTO RAMOS

GILBERTO RAMOS Mr. NO! NO! NO!



ESCUCHE el Programa de
Radio con Daniel Alonzo
Radio KAZA - 1290
1:00 a 2:00 de la Tarde

Visite Motores
GILBERTO RAMOS
En San Jose

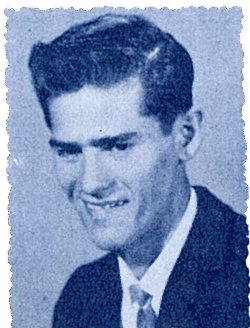
El Hombre Que Nunca Les Ha Dicho

NO! NO! NO!

Tel. 288-7670 798 S. FIRST ST. Tel. 275-6961

MOTORES GILBERTO RAMOS

CASA de LA SEMANA



AL COOK



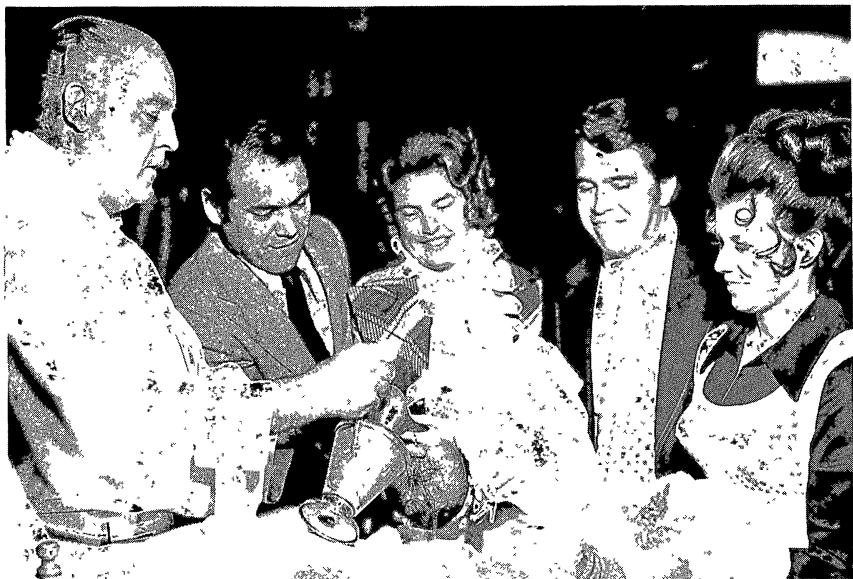
HOW SWEET IT IS!
Sharp 3 Bedroom, 2 Bath, in East
Foot Hills, Piedmont High
All Terms \$25,500



East Valley Associates

RAM
REALTORS

303 S. CAPITOL AVENUE
(Next to Payless)
SAN JOSE, CALIFORNIA
PHONE 259-3480



BAUTISMO OZUNA

El Domingo 5 de Noviembre 1972
el niño **SANDY OZUNA**

recibio el Santo Sacramento del
BAUTISMO

De manos del Rev. P. Francisco
Otazua Peña, en la Iglesia
Holy Family de esta ciudad.

Sus orgullosos padres son
Vito y Licha Ozuna

Sus padrinos:
**Licenciado Edward y Darlene
Alvarez**

Se ofrecio una lucida recepcion en la
residencia de Vito y Licha Ozuna



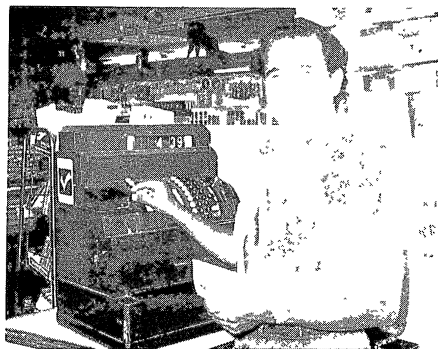
Pink Elephant Mkt

TRES TIENDAS para SERVIRLE A USTED

Con Una Linea Completa de PRODUCTOS MEXICANOS



FRANK RIVERA



MANUEL AUSTIN

Personalized Service
Food Stamps Accepted
HOT TORTILLAS Every
Hour .10c a Dozen
BEER & WINE



DANIEL SALAZAR

No. 1 PINK ELEPHANT MKT.

400 S. King Road 272-2446

No. 2 Hyde Park-Pink Elephant

1098 N. First St. 998-9967



LETTERS TO THE EDITOR



Sr. Humberto Garcia
"El Excentrico"
274 Terraine St.
San Jose, Ca.

Estimado Director:

Antes que nada, permitame felicitarlo por su revista, que aunque pequeña de tamaño, es de un gran valor, dentro de la comunidad de habla hispana, por ser el unico medio por el cual nos enteramos, de lo que en la localidad sucede. Y al mismo tiempo, nos da la oportunidad de opinar, o dialogar (como dice nuestro Presidente, Lic. Luis Echevarria Alvarez) acerca de cosas de interes general. Deseria de ser posible, que Ud. diera insercion a esta, en su columna "CARTAS DIRECTOR" pues me gustaria que el Sr. Guillermo Hernandez, recibiera de parte de este servidor, un fuerte apreton de manos, por su acertada opinion, acerca de la ridicula colecta de llaves "Pro monumento a Pedro Infante". Pues los que tenemos un poco de criterio, nos damos cuenta que el Sr. Hernandez, esta en lo correcto al protestar. Pues de haber habido alguna persona, que se hubiera interesado, en lo que ciertos vivales se dedican hacer, se hubiera evitado, la burla de que fueron victimas, todos los habitantes de esta ciudad y sus alrededores, a raiz de la muerte del que fuera uno de los Presidentes mas queridos, John F. Kennedy, cuando un grupo de personas sin escrupulos, se dedico a coleccionar dinero, para hacerle un monumento al finado Presidente. Y viene a mi mente, que en ese tiempo, tal como ahora esta sucediendo, con lo de Pedro Infante, hubo locutores que se prestaron alludar a tal campaña, sin ponerse a pensar, que habia toda la posibilidad de un fraude. Y es mi opinion que todas las personas, aprovecharan su revista, para dejar saber lo que opinan acerca de los acontecimientos locales, que conciernen a nuestra raza.

Dandole las gracias, se despide de Ud.
S. S. y amigo.

Julio Meya R.

For Your WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110

PACIFIC TELEPHONE



An Equal Opportunity
Employer

JESS' PLACE



Comida Mexicana
Cerveza Bien Helada
MARIACHIS los Fines de SEMANA
225-3052 3088 Monterey Highway

Blendwell Interiors'

SE HABLA ESPAÑOL

GRATIS
10,000
ESTAMPILLAS
BLUE CHIP
can la compra al
contado de 40 yds.

Blendwell lowers Carpet Prices!
Inventory Clearance

Full Rolls, Short Rolls, Roll-Ends,
Remnants - All First Quality Carpet!
New Warehouse Stock Added to This Sale

NOW! FROM ONLY 2.95 Sq Yd

DUPONT 501
100% NYLON

Luxurious tie
sheared pat-
tern Gold Av-
ocado Beige
Red Bronze
Max 9.95 Value

\$6.88
SQ. YD.

INSTALLED WITH PAD

POLYESTER
SHAG

SAVE \$3.00 YD.

Thick and luxu-
rious Gold
Green Blue
Red Off White
Was \$9.95
Value

\$6.95
SQ. YD.

INSTALLED WITH PAD

HEAVY
SCULPTURED
ACRYLICS

Save \$4.00 yd.

on this beauti-
ful acrylic pile
carpet today!

\$9.88
Sq. Yd.

INSTALLED WITH PAD

NYLON SHAGS

Beautiful Decorator Plushes for today's home!
SAVE \$3.00 SQ. YD.

• AVOCADO
• BLUE GREEN
• GOLD • MIST GREEN

INSTALLED WITH PAD

\$4.88

POLYESTER
PLUSH

Beautiful plushes in
Gold Green
Sand!

\$6.88
SQ. YD.

MOHAWK
Commercial Carpet
100% NYLON

SAVE \$3.00 YD.

Practical nylon
pile in many
rich decorator
fashion colors

\$7.95
SQ. YD.

INSTALLED WITH PAD

LUXURIOUS
SHAGS

100% HEATSET NYLON
pile for heavy traffic

Save \$4.00
yd. Quality 3
Decorator col-
ors

\$6.95
SQ. YD.

INSTALLED WITH PAD

HEAVY PLUSH
CARVED
POLYESTER

INSTALLED WITH PAD!

A polyester pile in Italian
olive pottery blue Venetian
copper Auburn red

\$9.95
SQ. YD.

Was \$10.98

Si Ud. No Puede Venir Aqui
Nosotros Iremos con Usted
Llame 253-6110

PROSUPUESTOS GRATIS

Con Gusto tomaremos medidas

y le enseñaremos Muestras

Sin Ninguna Obligacion

LLAME HOY MISMO!

FAMILY ROOM CARPETS

100% NYLON

NYLON PILE in COBBLESTONE

Save 3.00 yd.

\$5.95
Sq Yd

INSTALLED WITH PAD

FREE SHAG RAKE

with any shag carpet purchase of 40
yards or more

OPEN TODAY 'TIL 9 PM
DAILY 9 AM to 9 PM

RUGS

Assorted
Sizes and
Colors

30% to

50%

SAVINGS

EXAMPLE Was \$39.95 NOW \$19.00

5 FULL
ROOMS

with POLYOLEFIN or
100% NYLON
SOLID TWEEDS,
SHAGS!

\$399

INSTALLED WITH PAD

BANK CREDIT CARDS 90 DAYS
CASH
OR FIRST PAYMENT OCTOBER
CASH AND PAD \$200 - 10000
UNLESS OTHERWISE STATED

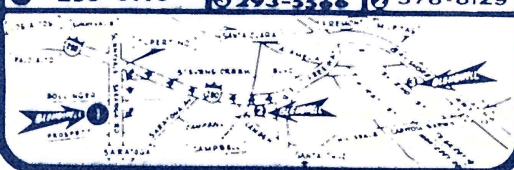
Blendwell
INTERIORS

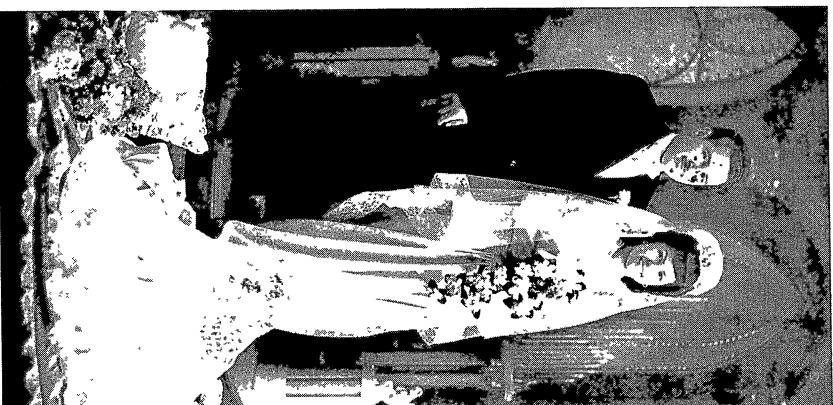
LET US COLOR-TUNE YOUR HOME

San Jose CUPERTINO
1125 S. S. Vale-Saratoga Rd.
253-6110

Downtown
140 So. Second St.
Mon. - Thurs. 10-6
Fri. 10-5
293-5566

Campbell
155 E. Campbell Ave.
378-8129





MADRINAS

Carmen Garcia
Millie Andrade
Lupe Andrade
Mary Lou W asserman
Trini Lara
Nellie Martinez
Margaret Martinez
Angie Juarez
Rose Escarciega
Alice Arriola
Mercie Gonzalez
Sylvia Reyes
Mary Reyes
Y elma Rosas
Stella Cornejo
Mary Rosas
Yolanda Rea
Jenny Andrade
Maria Reyes
Mary Carrasco
Julie Granado
Vida Monloya
Ruby Aragon

PAIECTOS

Karen Cornejo
Maria Martinez
Judith W asserman

In honour of the

25th WEDDING ANNIVERSARY

of

FRANK ALIRE ROSAS

and

EMILY JUAREZ ROSAS

Nephews and Nieces

request the honour of your presence at the

RELIGIOUS CEREMONY

F. Francisco Atazua Peña, S.J. will officiate

On Saturday, December the sixteenth, nineteen hundred and seventy-two, at two o'clock in the afternoon

Saint Joseph's Catholic Church

33 West San Fernando St. San Jose, California

EMILY was born in Sanger, California

FRANK in Tulare, California

They were wed in Kerman, Calif.

With residence in San Jose for the

past 17 years.

Frank is active in the S. San Jose Gi Forum

Commander of the Don Jose Post 9752

Veteran of Foreign Wars

PADRINOS

Nash Garcia
Ruben Andrade
Mike Rodriguez
Gerrald W asserman
Joe Lara

Agapito Martinez
Robert Martinez
Martin Juarez
Joe Escarciega
Julio Arriola
Alvin Gonzalez
Ralph Reyes
Fidel Reyes
Robert Rosas
Tony Cornejo
John Rosas, Jr.
John Martinez
Greg W asserman
Richard Reyes
Louie Carrasco
Joseph Granado
Pete Monloya

PAIECTOS

Martin Juarez, Jr.
Robert Rosas, Jr.
Mark Carrasco

Joe L. Vigil



Roberta's

**of
EASTRIDGE**

Roberta's has a delightful selection of Bridal
and Bridal Party Gowns at traditionally
LOWER PRICES plus...

Extra FRIENDLY CARE and SERVICE

\$69.99 to \$149.99

OPEN DAILY till 9:30 p.m.

SUNDAY 12:00 to 5:00 p.m.

Bank Charges Welcome - Lay Away Plan



ART MARTINEZ

**— MEN'S WEAR —
Special SALE on Suits !**

\$39.95 and Up

SPORT COATS \$24.95 and Up

SAVE UP to 1/2 OFF

BACK to SCHOOL in FASHION with Flair
Vest, Long Sleeve Body Shirts, Jackets

HOURS: 9:30 a.m. - 5:30 p.m.

Thursday and Friday til' 9:00 p.m.

**Use our Lay Away Plan - First National
Master Charge or Bank of America**

**En la grafica el popular ART MARTINEZ
y parte del atento personal.**

293-3236 86 S. FIRST ST.

(Downtown San Jose)



Mauro Anchondo 295-4060

**ASISTENTE
Gerente**

**Proctor's
Jewelers**

(Since 1945)

San Jose, California



91 S. First St.

Pete Reyes, Jr.

**Gte. del Dept. de
Credito**

**CONTAMOS con todo lo Relacionado
en el Ramo de JOYERIA !**

**Marcas como Omega, Rolex, Bulova
Gold Master, Forever Yours Etc.**

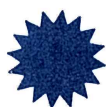
**LAS MEJORES FACILIDADES de PAGOS
Se le Atendera a Ud. como Ud. se merece**

**RESPALDAMOS
TODA NUESTRA MERCANCIA !**

OZUNA BROS. ® FURNITURE

SOMOS LOS MAS GRANDES EN TAMAÑO!
POR ESO VENDEMOS

MAS BARATO



TODO EL AÑO!

CONTAMOS CON CUATRO PISOS
REPLETOS de MUEBLES!



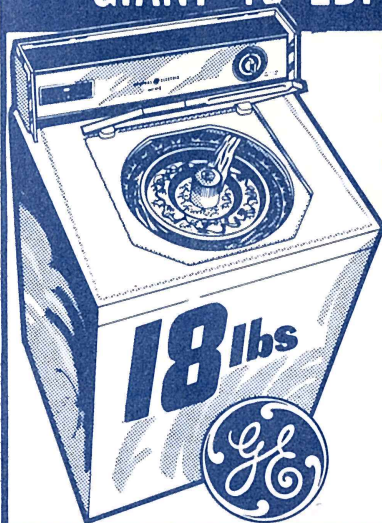
PARA MAS ESPECIALES

SINTONISE con Radio KOFY De 1:00 a 2:00 p.m. Diario

161 S. 2nd. Street
Tel. 288-8222

- 162 S. FIRST ST
SAN JOSE, CALIF.

GIANT 18 LB. Automatic WASHER

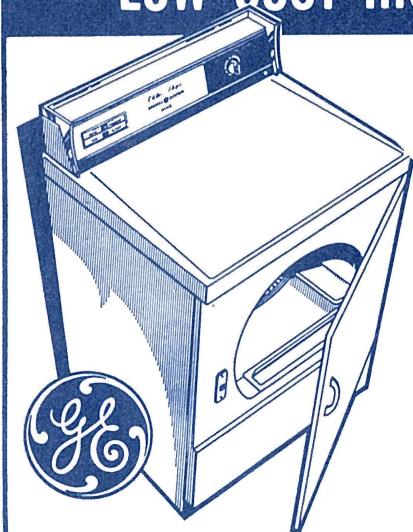


3 WATER TEMPERATURE COMBINATIONS FOR COMPLETE FABRIC CARE!

- Filter-Flo washing system—dispenses detergent automatically....removes lint as it washes clothes
- Timer dial— shows washers progress thru cycle.
- Wash up to 18 lbs. of heavy mixed fabrics.
- Positive water fill
- Hydropower washing action for cleaner clothes
- Unbalance load control
- Porcelain enamel top, lid, wash basket and tub.

\$199.⁹⁵

LOW COST HIGH SPEED DRYER



PERMANENT PRESS CYCLE WITH COOLDOWN..for the modern fabrics

- Air Fluff Setting (Extended Time)
- Four Timed Cycles
- Separate Start Switch
- Convenient Lint Trap Location
- Porcelain Enamel Top
- Porcelain Enamel Clothes Drum

\$159.⁹⁵

OZUNA BROS. FURNITURE

161 SOUTH 2nd ST. • SAN JOSE, CALIF.

PHONE 288-8222

HOW TO DEAL WITH MENTAL PROBLEMS

Normal Difficulties and Emotional Illness

Emotional upsets, like physical upsets, are very common. Both are signs the system is reacting to some temporary stress or irritation which disturbs its routine functioning.

When you get an occasional cold, headache or upset stomach it makes you uncomfortable and it may even annoy you. But you know that bodily disturbances of this kind are very ordinary, that everybody gets them, that they come and go hundreds of times during a lifetime.

In the same way, simple minor emotional disturbances, too, are a part of everyday life. Everyone is subject to them. It is quite ordinary, for example, for a person to fly into a rage over some petty annoyance; or get terribly worried about some insignificant trifle; or get "down in the dumps" for no apparent reason; or become tense and edgy "about nothing at all." Reactions of this kind come, last awhile and then disappear.

But there are disturbances which don't go away "just like that," which linger on for hours or days, or even weeks, become quite deep and intense, and affect your overall behavior, feelings and thoughts.

When a condition reaches that stage, it is no longer just an upset or disturbance, but an actual mental or emotional illness. And we can regard a mental or emotional illness with the same attitude with which we regard a physical illness. We know that it has definite causes, that it upsets the system and makes it behave abnormally, that it requires care and treatment, and that when these are made available, improvement or outright recovery may be expected.

Mental and emotional illnesses are not at all rare. As a matter of fact it is estimated that up to one person in every ten (about 20,000,000 in our entire population) suffers from mental or emotional disorders serious enough to require professional attention.

This will be concerned with some of the victims of these illnesses you meet in your daily life—the disturbed personalities, the troubled people—the people with mental or emotional problems.

They are of concern to us because what they do and say and feel generally affects everyone else who works or studies or lives with them. But they are of concern to us, too, as sick human beings, as people in need of understanding.

Understanding Can Help

Understanding is more than sentiment. It has healing qualities. Psychiatrists agree that understanding can keep minor upsets from becoming worse, and that it can also help mentally sick people to recover.

There are two kinds of understanding:



The first is sympathetic understanding—the kind you give to a person when he's sick with a physical illness. His cold or ulcers or broken arm may cause you extra trouble and get you upset. But in spite of that you make allowances because you know he's sick—that he can't help his sickness—that he needs your sympathy and understanding.

The troubled person—the person with a mental or emotional problem—is also sick, and most of the time he can't help it, either. He is just as much in need of your sympathetic understanding, even though what he does may be disturbing to you.

There is another kind of understanding, too—rational understanding—an understanding of what's behind mental problems, why troubled people behave the way they do. This type of understanding helps you to keep things in perspective and puts you in a reasonable frame of mind to deal with the troubled person—to help him rather than fight him.

Troublesome People Are People in Trouble

The first step in understanding the troubled person is to realize that his disturbing behavior or problem behavior may be more painful to him than to anyone else. Then, you should recognize, too, that troublesome behavior without apparent cause may be the effect of an emotional illness rather than a fault of character . . . that troublesome people are people in trouble.

Here are several instances of disturbing behavior which tell us a person is in emotional trouble:

belligerence—walking around continuously with a chip on the shoulder, ready to argue or quarrel at the slightest excuse, or even without any excuse at all.

excessive moodiness—spells of "the blues" or "feeling down in the dumps"; feeling a great deal of the time that "nothing is worthwhile or really matters."

exaggerated worry—continuous anxiety about nothing at all, or entirely out of proportion to the cause

suspiciousness and mistrust—a persistent feeling that the world is full of dishonest, conniving people; that "everyone is trying to take advantage of me"

selfishness and greediness—lack of consideration of the needs of others; a "what's in it for me attitude" about almost everything.

helplessness and dependency—a tendency to let others carry the burden; difficulty in making decisions.

continued next page

CAL FOODS

★ DELICATESSEN ★

and TORTILLA FACTORY



En la grafica de iz. a der: Becky Guerra, Dolores Ramirez,
Carmen Rosales y Carla Contreras.

Especializamos en TORTILLAS de HARINA!

TAMALES — MENUDO PAN CALIENTITO
(Diariamente)

★ HOT FOOD TO GO ★

ACEPTAMOS ESTAMPILLAS DE COMIDA

Abierto de LUNES a VIERNES 7:00a.m. a 9:00p.m.
SABADOS y DOMINGOS de 7:00a.m. a 8:00p.m.

195 S. 28th ST.

**Esquina de las calles
28 y SAN ANTONIO**

Mental Problems continued

poor emotional control — exaggerated emotional outbursts out of proportion to the cause, and at inappropriate times.

day-dreaming and fantasy — spending a good part of the time imagining "how things could be," rather than dealing with them the way they are.

hypochondria — worrying a great deal of the time about minor physical ailments; experiencing imaginary symptoms of illness.

Most troubled people — people with mental problems — don't start out that way. Their difficulties develop as a result of earlier experiences which distort their normal emotional responses, and set up in them these inappropriate and ineffective ways of dealing with life situations.

How Does This Happen?

Each one of us is born with the capacity to be gentle, friendly, loving, considerate and kind. We also have in us the capacity to be fearful, suspicious, hateful, angry, destructive and cruel. The negative emotions may serve the purpose of self preservation. They act as devices to protect us from physical danger (like an attack by a dog) as well as psychological danger (like an insult or scolding, or insecurity on the job). Confronted by either kind of threat, we get scared and run,

or else we turn on the source of danger and try to destroy or overcome it. If something happens in our lives to make us continually defensive or hostile, then this kind of response becomes more or less fixed as part of our regular way of behavior, even when no real threat is present.

(If you will look back at the instances of troublesome behavior you will note that each of them is a direct way of either escaping from a threat situation, or of struggling to overcome it.)

These characteristics develop as a result of several different kinds of experiences, especially in early childhood. Among these are:

1) A long and wearing siege of trouble, sickness, tragedy or hard luck. This can condition a person to be on a constant alert for trouble, trigger-ready to run or fight back.

2) A constant air of doom and gloom in the home. If from infancy on, a child is surrounded by an air of fretting and complaint, he may grow up with the impression that the world is full of nothing but trouble, and that everyone is trying to take advantage of him. He is conditioned to anticipate trouble even when none exists. This attitude, formed in childhood, will tend to persist in adult life.

3) Neglect or rejection in childhood. A child who is ignored or disliked may tend to feel this is his own fault, that he lacks the qualities to make him lovable and acceptable. The self-deprecating child becomes an adult full of insecurity, self-doubt and fear, lacking confidence and self-assurance and expecting to be hurt, ignored or rebuffed.

4) Constant scolding and criticism. This may give the child an exaggerated feeling of guilt and a feeling he's inferior, worthless and essentially bad. He is conditioned to expect that everyone will find fault with him and punish him.

Of course, some children can stand emotional stress better than others and suffer fewer lasting effects.

How to Give Helpful Understanding

Troubled people are not just a matter of impersonal interest. For most of us, they are an immediate and personal concern. They may be people with whom we work — as employers, fellow employees, or supervisors. We may have dealings with them in school — as students or teachers. They may be among those who are very close to us — parents, children, brothers or sisters.

You, personally, may have the occasion soon — or even now — to help a troubled person. If so, here are a number of ways in which you can give your help — some things you can do and some things you should avoid doing:

1) Do let the person know you're interested and care.

A person who's "fighting the whole world" will be relieved to know someone wants to be on his side. Your friendly attitude can help him to let down his defenses and to take a more relaxed attitude toward life.

2) Do be a good listener. People with mental problems need someone to talk to, someone with whom they can share their troubles. Make yourself available and, when the person starts talking listen quietly and with little interruption. You're there to help him get things off his chest, and not the other way around.

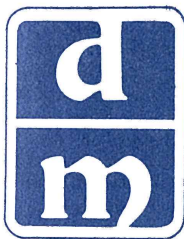
3) Do try to help out with some practical problems.

Sometimes emotional difficulties may be provoked by some very simple, easy-to-adjust practical problem, like a financial difficulty, or study problem, or difficulty on the job, or a housing problem. If you do anything to help the person work out this problem, you may help relieve the emotional pressure, and put him in a better frame of mind to deal with his difficulties himself.

4) Do send for and read other literature. There is a considerable amount of inexpensive literature dealing with different, specific mental and emotional problems. More reading may give you additional understanding and put you in a position to be more helpful.

continued next page





DOWDLE & MANRIQUEZ MORTUARY

" The Finest Tribute to Our Loved Ones "

Honoring loved ones is a century old tradition. We hold this tradition in high reverence by upholding our own tradition of quality service given with warmth and dignity to each and every family, serving all faiths regardless of financial circumstances.

Our aid can make it easier for you.

Complete information without obligation.



**LENA MANRIQUEZ
GOMEZ, Director**

293 - 3747

1066 S. 2nd St.

San Jose, California



El Tropical Club

**Feliz Navidad y Un Muy
Prospero Año Nuevo !**

Para Ud. y todos los Suyos!

DANNY RAMOS, Prop.

293-9731

1620 Almaden Road

La Rosa Pharmacy

IN DOWNTOWN SAN JOSE SINCE 1945

We Speak Spanish & Portuguese

- FREE DELIVERIES -

**HYPO ALLERGENIC
COSMETICS**

- PRESCRIPTION SPECIALISTS -

294-5030

56th W. SANTA CLARA



HOURS
MON. THRU FRI.
9 - 7
SAT. 9 - 6
CLOSED SUN.



Mental Problems continued

5) Do get help from an expert. If the disturbance is prolonged and intense, indicating a serious problem, it may need the hand of an expert. In that case you can be of assistance in making the person aware of these expert services and helping him to locate them.



He might find it useful, for example, to seek help for some specific problem — like trouble on the job, marital trouble, trouble between children and parents. There are counselling and guidance services which specialize in helping people work out their practical problems. These may be found in family welfare agencies, schools, churches, industrial plants and offices, settlement houses, public health departments. Solution of practical problems help relieve emotional strain. It is always well to seek such practical help first.

However, if emotional disturbances become too distressing to the person himself or those around him, we should recognize and deal with them as mental illness requiring professional treatment.

In that case, help should be sought from the family doctor. He may advise a visit to a psychiatrist — a medical doctor specializing in the treatment of mental and emotional illnesses. Or he may recommend treatment at a psychiatric clinic, a mental hospital, or the psychiatric department of a general hospital.

To find out about the counselling and guidance and treatment services in your community, get in touch with the mental health association in your state or locality.

There are some important “don’t’s,” too:



1) Don’t set yourself up as a judge. Since problem behavior is a *trouble* rather than a *fault*, it is unfair (and it may even be harmful) to condemn the person as “weak,” or “nasty,” or “selfish.” This may only help confirm his belief that everyone is against him.

2) Don’t tell him to “snap out of it.” In most cases, the troubled person cannot help doing what he is doing, or stop doing it when he is told to, anymore than a person with tuberculosis can stop coughing on demand. The problem is often so deep-seated that it will take much more than even a very strong, sincere desire to correct the problem behavior. Telling such a person to “snap out of it,” can do little more than infuriate him, or make him feel even more helpless than he already does.

3) Don’t argue him down. There is little point in trying to convince a troubled person that what he is doing is wrong. He has latched on to this kind of behavior as a means of protecting himself, and when you try to argue him out of it it is like trying to take away the only defense he has. He will only resent this and fight you even harder.

4) Don’t try to be an amateur psychiatrist. Even the best intentioned people sometimes yield to the temptation to “act like an expert.” This may be all right in trying to create an impression about literature or music or something like that. But when it comes to health and sickness there is only one expert — and that’s the doctor. There may be some danger signals which you, not having the training, will fail to notice. You may also fall into the error of exaggerating the importance of some minor instance of disturbing behavior, and thus throw yourself and everyone else into a panic. If the problem looks more serious than can be helped by following the suggestions in this then get professional advice.

The help you give to others will benefit you, too. As you help relieve the problems of troubled people you work with or live with, you create a more peaceful and more tension-free atmosphere for yourself as well.

Also, as you gain an understanding of troubled people and their problems, you are likely to gain a better understanding of yourself and your own problems, to become less critical and more tolerant of yourself. And you are likely to be relieved of some of your own concerns and anxieties about mental or emotional problems you might be having.

Underlying all that has been said is a basic philosophy — the philosophy of faith: faith in ourselves, faith in others, faith in the ability of each person to improve and grow, faith in the desire and capacity of human beings to work out their problems cooperatively, faith in the essential decency of mankind. It is the philosophy of good mental health.

El Excentrico

24th Year No. 17

December 5, 1972

HUMBERTO GARCIA
PUBLISHER

BERT GARCIA
MANAGER

MARC GARCIA
EDITOR

M. FERNANDEZ
PRODUCTION

RUDY BELLOUMINI
PUBLIC RELATIONS

RICHARD DIAZ
PHOTOGRAPHER

DANIEL SALDAÑA **JORGE GODINEZ**
PEDRO DILLON **ANGIE CORONADO**
MARCE MORA **Ma. Antonieta Hernandez**
CANDY VELIZ

EL EXCENTRICO IS PUBLISHED SEMI-MONTHLY ON THE 5TH AND 20TH. SIGNED OPINIONS AND IDEAS EXPRESSED IN THIS PUBLICATION ARE NOT NECESSARILY THOSE OF ITS MANAGEMENT NOR SPONSORS.

PRINTED BY

GARCIA'S PRINTING

292-4273

274 Terraine Street

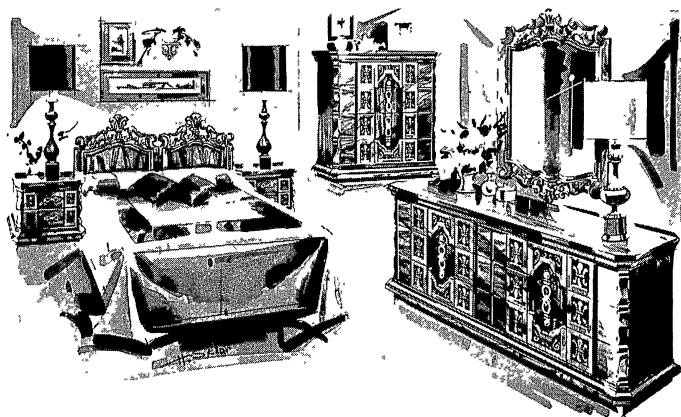
San Jose, Calif. 95110

HACIENDA

DISCOUNT FURNITURE

Old World Classic

Spanish Styling



5 Pieces Complete

- Bed
- Double Dresser
- Mirror
- 4-Drawer Chest
- Nightstand

\$377.00



RENE DE LUNA
Presidente

The rich, good taste of this Spanish styled suite will add a note of quiet refinement, warmth and dignity to your bedroom. There's an abundance of storage space in the large double dresser and chest; their dust-proof drawers measure 18" from front to back — nearly 4" more in depth than most. Plastic tops are mar, scratch and stain resistant... rich natural grained Spanish Oak finish on select hardwoods and hardboard. Intricate carvings on the drawer fronts accent the ornate antique finish hardware. Truly magnificent furniture that will give you pride owning... and budget priced too.

BUDGET MINDED PRICES WITH EASY TERMS



CANDY VELIZ
Vice - Pres.

298 - 3557

1763 S. FIRST ST.

San Jose, Calif.

293 - 0392

960 E. SANTA CLARA ST.

San Jose, Ca.

CRITICA SOCIAL



por
Rudy
Belloumini



"Hablando de citas o juntas: si uno llega temprano, demuestra ansiedad; si se presenta tarde, la gente lo tilda de agresivo; si llega a tiempo, parece ser demasiado exigente; si no se presenta, aseguran que uno es mal educado." In regards to appointments or meetings: if one arrives early, he shows anxiety; if he appears late, people consider him aggressive; if he arrives in time, he appears to be very intrusive; if he doesn't show up, it is assured that he is not too bright. (How about those imbeciles who never start a meeting on time?)



Fedro Yanez, Job Corps Center Director, has resigned his post amid whitewash of not doing a good job and being an 'outsider.' No doubt that next comes the removal of this center from its present location near San Jose State University area over to the EAST-SIDE. This job-corp center for minority youth has come under criticism from neighbors, Police y otras, who said it was not exercising proper control over its trainees. (I kind of wonder what type of control they would use?) Well, there goes another good CHICANO down the drain; when

Fedro Yanez needed community support, he sure got it. VIVA LA RAZA, you all!!!
"Caras vemos, corazones no conocemos."



ECONOMIC PROGRESS for ALL, Inc., EPA, is a local development corporation providing loan packaging and technical assistance to small businesses. You are eligible for EPA assistance if you are a resident or own a business in the Model Cities area, especially if you employ a substantial number of Model Cities residents. A recent report made public by EPA indicated that over \$1,700,000 in sales are being generated from the businesses EPA has assisted. Executive Director Juan Vigil reports, "EPA has helped over 24 small businesses start up or expand. Development of businesses is a primary concern to us, especially businesses owned by minorities." Señor Vigil would like to hear from anyone interested in discussing business opportunities to call him at 287-5137. EPA is located at 332 North Market Street in San Jose. EPA's staff from left to right are: Ron Uchishiba, accountant; John Graves, Small Business Specialist; Lupe Villabrille, receptionist-steno; el ejecutivo Juan Vigil, Executive Director; his private secretary, Stephanie Valdez; past-chairman of the SBA Board of Directors, Bob Garcia (Jose Vasquez is the present Chairman); Dan Vigil, not related, and Tom Austin are Small Business representatives. George Reilly, Industrial Development Specialist, was out working when this picture was taken. "EPA, Inc., is part of the Model Cities Program."



(continued next page)



Arturo's Quiet Village

Los LUNES, JUEVES y DOMINGOS
Los Fabulosos TIJUANEROS

Los VIERNES - CARLOS CASTILLO
y Su TROPICANA !

SABADO - Orquesta del Momento Cumbre

JUEVES - NOCHE de AFICIONADOS
CON MARIACHIS !

Domingos y Jueves CONTROL REMOTO
Con Jesus Reyes Valenzuela - KOFY

EL CENTRO a DONDE ASISTEN
Las MUJERES mas BONITAS !

293 - 1010

950 S. FIRST ST.



Se le Atiende en Ingles o Español

En Su propia Casa

**GEORGE W.
DICOCHEA**

Obtenga Las
DEDUCCIONES MAXIMAS
Con Este
SERVICIO GARANTIZADO



LLAME AL TELEFONO 293 - 4756

How much rent do you pay for your apartment?

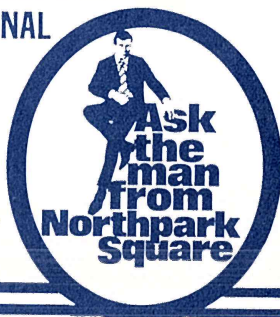
You can own your own home — 2, 3 or 4 bedrooms • electric kitchens • swimming pool
• recreation center • no exterior maintenance — and payments like rent!

FROM \$21,495 VA/FHA/CONVENTIONAL

**Northpark
Square**
patio town homes

2201 Amberwood Lane, San Jose, Calif. 95132. Telephone
(408) 263-6050. Sales office open daily 10 a.m. to dusk.

MARK OF BUILDER EXCELLENCE



CRITICA SOCIAL (CON'T)

ORGANIZATION TROPICANA, a self-supporting community center for adults who want to learn basic English, first aid, housing and consumer education, sewing, knitting and crocheting, arts and crafts, fire prevention and Spanish is in desperate need of community support or the center will soon close down. In the picture, Señor Gil De Leon, manager of Action Realty in the Seven Trees Shopping Center, donates a check for \$30.00 to help pay part of the back rent due now. Reaching out to receive the donation is Mrs. Leonor Ochoa, president; other members from left to right are: Jenny Aldama, Licha Rodriguez, Melba Rosas, Queta Macias, Natalia Orozco and Rosa Rivas. All are concerned mothers who don't want to see this center close down. If you desire to know how you could help, call them at 251-0297 or drop by at 1271 Terilyn Ave. "Hoy para ellos, y mañana para nosotros."



Introducing the officers of the Senior Citizens EASTSIDE COMMUNITY CENTER from left to right: Ventura Peña, presidenta de festejos; Jesusita Rivera, gran presidenta; Daria Guzman, Tesorera; Herminia Ramirez, secretaria; Maria Hernandez, presidenta de costura; Carmel Torrez, sargenta-de-armas; back row: Esebio Aranda, corte estandarte; Antonio Salazar, segundo estandarte; Carmen Lopez, pro-tesorera y PR man, Rafael Guzman who is always pushing 'Senior Power'. Mrs. Ramona Sarinana and Hank Lopez are the directors behind the scenes. For further info to this senior citizens group, call Miss Olivia at 258-0871 or drop by at 2070 Alum Rock Ave. "Los ancianos tienen fe en todo; los de la edad madura dudan todo; la juventud lo saben todo."

Mini-notas: Dichos que se oyen por allí ... "Cuidado que no le den gato por liebre" ... "Se hogan en un vaso de agua" ... "Hijo de gato, casa raton" ... "Hijo fuistes, padre sera, segun lo vistes asi los veras" ... "El

que se acostumbra a lo bueno, no pasa a lo regular" ... "Vale mas lo viejo por conocido que no por conocer" ... si usted tiene un buen dicho, por favor de enviarlo en una tarjeta postal a El Excentrico, 274 Terraine St. 95110 en nombre de Critica Social, gracias. Only a few more days till Xmas; now is the time to start your Xmas hinting so be nice!

**Obtain Your Copy of
EXCENTRICO
With Any of Our Sponsors**

CHUCK and GERRY'S TV. Radio & Stereo Repair

Ask About T.V. OVERHAUL

SE HABLA ESPAÑOL

279 - 1673

or

286 - 4692

AGENCIA de CASAS



**Toda Clase de PROPIEDADES
de VENTA - Todos Tamaños !
TODOS PRECIOS !**

**Llamenos Hoy Mismo con la
confianza de obtener un
TRATO y BUENA COMPRA !**

Jose J. Alvarado

297-1339 1190 E. Santa Clara St.



Gloria's Bridal Salon...

....A VERY SPECIAL PLACE TO
FIND THAT SPECIAL GOWN THAT
BECOMES A SPECIAL MEMORY...

294-4450

36 SOUTH 2nd SAN JOSE

SINCE 1947

- wedding gowns
- bridesmaids gowns
- mother of the bride
 - formals
- street wear
 - lodge

Most Major Credit Cards Accepted
OPEN MON. & THURS. TIL 9 P.M.
ALL PARKING TICKETS VALIDATED

**PRICES to SUIT
ALL BUDGETS**

**Bridemaids from
\$36.00**

**WEDDING
GOWNS**

from \$69.95

En Agosto 26 de 1972, el partido Demo-
crata organiza una cena en el San Jose
HYATT HOUSE para recaudar fondos.

El platillo tuvo un costo de \$25.00, de
iz. a der: el conocido Sr. Marcelo Saucido
el honorable mayor de la ciudad de San
Jose Sr. Norman Mineta y la distinguida
Sra. Saucido.

Aprovechando la oportunidad el Sr.
Saucido quiere agradecer a todas las per-
sonas que lo apoyaron con sus votos el
pasado 13 de Octubre de 1972, para ocupar
su puesto dentro de la Mesa Directiva de
la Union de las Canerias.



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 Oliver Dunbar, Tony Camara
Tony Venti, Ray Vierra, Bill Cunningham
y al centro el Prop. Bernie Berg.

Reflejos de Cine Radio Television

JORGE GODINEZ



RADIO. No podemos pasar inadvertido el centenario de una de las instituciones radiofónicas mas importantes del mundo, la British Broadcasting Corporation (BBC). Prestando un verdadero servicio, la BBC, de Londres es la organizacion mas proxima al modelo de radiodifusion libre al que aspiran los pueblos.

Varios mexicanos han colaborado con los Servicios Latinoamericanos de la BBC, como locutores en español. Emilio Silvestre, salio de XEDA como Emilio Reyes, Joaquín Gamboa, salio de XEB, para asistir estoicamente los bombardeos sobre Londres y Roberto Jara Marques de XESM (Del Chocolate Abuelita) el equipo en español estaba integrado por mexicanos y dos Puertorriqueños que colaboraban para dos importantes cadenas de radio en New York, ellos eran Mario Estrada, y Jose Luis Ribera, que posteriormente regresaron a Mexico para no regresar mas a Nueva York, actualmente son los dirigentes de Radio RASA, importante cadena de radiodifusoras de provincia, ello quiere decir que todos los Latinoamericanos han tenido importante papel en la radiodifusion del mundo, nosotros los que colaboramos en este medio de proyeccion para las masas, debemos de quitarnos la mascara de la envidia del egoismo para tener una franca unidad y camaraderia.

TELEVISION. Ultimamente han llegado programas de television al Canal 20 que han gustado muchísimo a toda la comunidad principalmente las telenovelas, ojala que todo el ambiente de radio y TV puedan estar unidos en una fecha no muy lejana.

NAVIDAD. Ya esta cerca la Navidad y otro año mas que se ya, es el tiempo de las reflexiones y de saber a ciencia cierta todo lo positivo que realizamos durante el transcurso de este año, y de los años pasados ojala que el proximo año sea un año de mucha felicidad para todos, y que todas las ambiciones se puedan realizar.

MINI-NOTAS. Deseo felicitar a Luisa

Lopez por la apertura de su nuevo Restaurante. (LA TEJANITA) que esta localizada en el numero 89 de la calle San Fernando al este, donde quedan todos invitados, alli se sirven los mejores antojitos mexicanos, visite el Restaurante La Tejanita.

No hace mucho tiempo fui a visitar a Rudy Sánchez propietario de KLEAN KARS, localizado en las calles 20 y Santa Clara en San Jose, California, y me di cuenta que Rudy es una persona que en forma amable ha tratado de ayudar aquellas personas que andan en busca de cualquier carro usado, en forma personal yo les resumiendo este lote que es propiedad de un Chicano como lo es Rudy Sanchez recuerden todos a KLEAN KARS 20 y Santa Clara en San Jose, salude a Rudy de parte de nosotros.

CHISME RADIOFONICO. Que pasaria con Oscar Prem? Bonny Picazo esta muy triste por la ausencia de Oscar, sin embargo ahora Bonny se refugia con CORRA LA VOZ Rodriguez, Víctor Manuel Trujillo ha recibido oferta de varias estaciones de radio, lo esta pensando muy seriamente, mientras tanto esta vendiendo carros, Danny Alonzo, Terry Diaz, Frankie, Carlitos Castillo, son los dirigentes de la oficina de informacion de Gilberto Ramos cuando deseo alguna noticia de importancia me doy mi vueltecita por allá ya que siempre me tienen noticias de importancia.

Bueno mis amigos lectores aqui me despido deseandoles muchas felicidades, y recuerden a LOS GOOD GUYS RUBEN VALENTIN, ALFREDO RODRIGUEZ, WILLIAM MAYER, Y SU SERVIDOR, TODOS LOS DIAS DESDE LAS 12:45 HASTA LAS DOCE DE LA MEDIA NOCHE. SUPER 1430 KEGl.

**Obtain Your Copy of
EXCENTRICO**

With Any of Our Sponsors

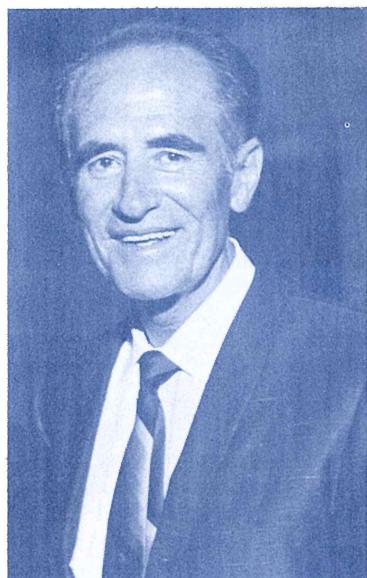
ANGIE'S BEAUTY SALON

Specializing in
Hair Coloring & Styling
Se Habla Español



Mon. thru Fri. 9 to 6
Saturday 9 to 6
Sunday 10 a.m. to 2 p.m.

**Call for Appointment 17th S. 4th St.
292 - 0055 San Jose, Calif.**



GARCIA'S PRINTING

TALLER DE IMPRENTA MEXICANO

IMPRENTA - LITOGRAFIA

Servicio de INTERTIPO

★ INVITACIONES

★ CARTULINAS

★ FOLLETOS

Talleres de la Revista EXCENTRICO

Humberto Garcia, Director

292 - 4273

274 TERRAINE ST.

SAN JOSE, CALIF.



GANADORES del MEJOR DISFRAZ

Estas dos bellas de Ultra Tumba ganaron el primer PREMIO la noche de Halloween en ARTURO'S QUIET VILLAGE

Arturito no es la persona de en medio, si no a la derecha hace entrega sonante y cantante del 1er PREMIO
(foto richard diaz)

B & G AUTO SALES



AQUI SU CREDITO es BUENO

We Carry Our Own Contracts

Tenemos Nuestro Propio Financiamiento

Toda Clase de Carros a Todos Precios

295 - 7601 698 S. First St.

MADRINAS

Janet McGovet

Maria Rositas

DAMAS

Gloria Gonzales

Debbie Martinez

Irene Gaona

Karen Buendia

Niki McGovet

Julie Lara

Robin Wilson

Sylvia Perez

Annette Lopez

Frances Martinez

Annie Lara

Patsy Vasquez

ELEANOR MARY ALVAREZ

Quinceañera

GEORGE ALVAREZ

Chambelan

Para celebrar el 15avo Aniversario --
del Natalicio de su hija

Eleanor Mary Alvarez

Sus padres Juan y Maria Reyes Alvarez
Tienen el honor de invitar a Ud. y a su apreciable
familia a la

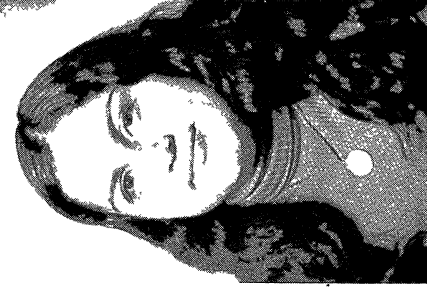
MISA de ACCION de GRACIAS

Que se verificara el Sabado 16 de Diciembre de
1972, a las 3:00 de la tarde, en la Iglesia
Saint Joseph's - Market y San Fernando
San Jose, California

15avo Cumpleaños de la

Señorita

Eleanor Mary Alvarez



PADRINOS

Hank McGovet

Vicente Rositas

CHAMBELANES

Sal Alvarez

Frank Ledesma

Arturo Acosta

Ernie Placencia

Carlos Perez

Danny Torres

Louie Peralta

Albert Lara

Santos Santillanos

Dennis Quintana

Don Vierra

Tim Balduino

ELEANOR

Nacio en San Jose, California

Atiende a la escuela

Joseph McKensey de esta cd.

EM

Arturo's Quiet Village

293-1010

950 S. First St.



— **EN PERSONA** —

LOS TIJUANEROS

Con SU CANTANTE ESTRELLA

" ELVA "

Los LUNES y JUEVES desde las 9:00 p.m.

LOS DOMINGOS desde las 6:00 p.m.

DOS ORQUESTAS !

Concurso de Aficionados

TODOS LOS JUEVES



ISABEL CELIO
3 Months old
parents
Trino & Lupe Celio

MAC HERNANDEZ
STUDIO

RENEE GUTIERREZ
3 months old
Born in San Jose, Ca.
parents
Ramon & Marian



***Simon's* Beauty Salon**

Salon de Belleza Mexicano

Complete Beauty Service

COLD WAVES \$5.00

DAILY

**Except weekends
& Holidays**

OPEN SUNDAYS

9:00 a.m. to 3:00 p.m.

**NO APPOINTMENT
NEEDED !**



Teddy

Tel. 295 - 5391

1210 E. Santa Clara St.



MARCE
MORA

Hope everyone had a very nice Thanksgiving. It's unbelievable, but you barely have time to eat that turkey and the Xmas season is just around the corner.

CONGRATULATIONS

Are in store for Rudy Martinez who took the former Angie Medina as his bride Nov. 22. I'd like to wish this couple many happy years together. They are a very nice couple and seem to be very happy together. Angie used to be a member of Las Coronelas and also was a model for El Excentrico. Many personalities attended their reception.

WHAT'S NEW

The popular Gil Solarez is keeping pretty busy in politics, so many people would like

to see him write a column again. How about it, Gil?

The former Connie Garza, now Mrs. Nelson and her husband Ron are expecting their second baby. I hope they get their wish and get a boy.

The popular couple Angel and Esther Gonzales opened their restaurant. That restaurant is Sancho's. Thanks for the invitation.

A little late, but I'd like to thank my good friend Pete Garcia and his partner John Franklin of El Happy Burro Market at 1260 N. Main St. in Watsonville for their cooperation in helping Club Las Coronelas for their entry in the 16th of September parade. Pete Garcia in the past has helped our club and to him we are very grateful. Drop by and see him. Thanks to the ones who took place in the float, Adelita Mora, Ostolia Nava, Terry Rodriguez, Ruben Mora, Michael Wagner, Yoni Rodriguez, Julia and Andrea Garcia. Riding on the horses Queen Diane Garribaldi, Yolanda Yrigollen, Grace Carrillo, and Anna Gonzales. The little girl was Yvonne Macias. Thanks also to the Mora Brothers Karate Studio for their help.





SELLING YOUR HOUSE?
Call Today or Tonight for a
FREE APPRAISAL

MANUEL MARTINEZ
OWNER



AL MENDEZ



HERMAN
ALVAREZ



STEVE AUSTIN

**OUR NAME IS YOUR GUARANTEE
OF A GOOD DEAL**

TOWN & COUNTRY REALTY



AMBROSE
BALCAZAR

251-3626 1666 E. SANTA CLARA ST.

JULIAN PEREZ

Fisio Terapeuta Registrado

Ante la ciencia Medica del Estado de Ca.

Ofrece al Publico un Tratamiento

Especial en la Reduccion de Peso

Basado en la Terapia Moderna

Por Medio de

BAÑOS TERMALES

MEDICINALES

(Whirlpool Bath Therapy)

Estos BAÑOS son recomendados por los

Doctores como un alivio en numerosas

Enfermedades.

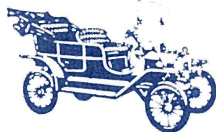
Llame al Telefono 292 - 2960



Haga su Cita Hoy Mismo y Pruebe la
eficiencia de estos BAÑOS.

Para Mas informacion acerca de este
Tratamiento

322 VINE ST.



Klean Karz

**" Los Carros Mas Limpios
en Todo San Jose "**

PRECIOS de MAYOREO

EXCELENTE CONDICION

PRECIOS BAJISIMOS

AMPLIA SELECCION

100%

Financiamiento
en la Mayoría
de las Ventas!



Rodolfo Sanchez Prop.

287-9500 (Esquina calles 24 y Santa Clara) 1160 E. Santa Clara St.



COMENTARIOS



PEDRO DILLON

Cristianos y judíos conviven juntamente en muchas partes del mundo, generalmente ignorando lo mucho que tienen en común en lo que a su fe se refiere. A veces están separados por prejuicios y costumbres distintas, aun dentro de la misma nacionalidad.

Los primeros cristianos, como cualquier persona informada sabe, eran judíos. Estaban convencidos de que Jesús era el Mesías y que había venido para cumplir con las profecías del Antiguo Testamento acerca del Redentor. Ni se les ocurrió iniciar una nueva religión, porque para ellos la muerte y la resurrección de Jesús fueron el cumplimiento de la religión de sus padres.

En el primer siglo, miles de judíos aceptaron a Jesús como el Mesías y luego publicaron su descubrimiento entre los no judíos, o como se llaman muchas veces, los gentiles o paganos. En el principio creían que el pagano tenía que hacerse judío al mismo tiempo que aceptaba a Jesús, para estar al nivel de ellos. Pero después de largos concilios sobre la cuestión, concluyeron que Cristo era el centro de todo, y las ceremonias antiguas eran nada más que figuras proféticas y no exigibles en la nueva época.

Sin embargo, un sector de los judíos no recibió a Jesús como el Mesías, y se oponía al evangelio. Esa oposición crecía, y con el tiempo el cristianismo llegó a ser cada vez más una religión aparte, mayormente de los gentiles. Durante los últimos siglos, con algunas notables excepciones, ha sido poco común que un judío se haga cristiano.

La diferencia principal entre las dos creencias es la actitud hacia Jesús. Hasta los últimos años, casi cien por ciento de los judíos religiosos lo calificaron como un profeta como otros o un engañador. Aceptarlo como Dios, para ellos significaría admitir múltiples dioses.

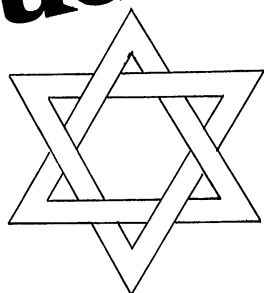
Pero últimamente hay inquietudes entre los judíos del mundo, y las actitudes se van modificando. En algunos seminarios hebreos ahora se estudia el Nuevo Testamento junto con el Antiguo. Algunos de aquellos que más estudian las profecías, están impresionados con la posibilidad de que Jesús podría haber sido el enviado de Dios, aunque no lo anuncian oficialmente como un hecho. Además, los sucesos mundiales están despertando entre ellos un creciente interés y esperanza en las promesas mesiánicas.

Al mismo tiempo, en algunos países, sobre todo los Estados Unidos, jóvenes judíos se están

identificando con los cristianos cien por ciento en cuanto a su fe en Jesucristo. Como resultado, hallan el amor, el gozo y la paz, que son típicos de la fe cristiana, y se hacen fervientes evangelistas para compartir con otros jóvenes lo que han descubierto. Un rabino en California calcula que la nueva generación de judíos se va convirtiendo a Cristo a razón de más de seismil por año. Están estudiando y aceptando las profecías del Antiguo Testamento acerca del Mesías, una parte de las Sagradas Escrituras generalmente ignorada por sus padres.

Lo más interesante de este nuevo movimiento es que estos jóvenes, aunque reconocen a Jesús como el Mesías, todavía se creen judíos. Algunos dicen que se sienten más judíos que antes y están orgullosos de su herencia. Dicen que ahora por primera vez tienen por qué vivir. Algunos rechazan el nombre cristiano y prefieren ser llamados "mesiánicos" o "judíos completos". Este último nombre parece concordar bastante con el concepto de los cristianos del primer siglo.

**cien
por ciento
judío**



WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110

SPARTAN PLATING

BUMPER REPAIR & REPLATE



**COPPER - NICKLE
CHROME
ALUMINUM**

Open Saturdays

**TONY MONTES
BILL ARREDONDO**

294 - 0155

210 San Jose Ave.

**SPANISH-SPEAKING TO RECEIVE
MORE EQUAL SHARE OF CIVIL
SERVICE JOBS IN SAN FRAN-
CISCO BAY AREA UNDER
LABOR DEPT. PROGRAM**

SAN FRANCISCO—Hispanic Americans in the Bay Area will soon have more equal representation in City, State and Federal jobs under a program recently funded by the U.S. Department of Labor.

Dr. Edward Aguirre, Regional Director of the Labor Department, and William Becker, Director of the San Francisco Human Rights Commission, said the "Special Employment Program for Spanish Origin Persons in Government," which will be implemented by the staff of the Commission, was developed out of the alarming disparity in the representation of Latinos in Civil Service when compared to their percentage of the California work force.

Recent statistics have shown that Americans of Spanish origin comprise about 15.5 per cent of the work force in California, but hold only 5.5 per cent of Federal jobs in the Bay Area, and only 4.5 per cent of State jobs here. Their representation in City jobs is also reported to be far below an equitable level. The Program represents a broad-based governmental and community response to this specific problem.

Francisco Aviles, formerly with the State Department of Human Resources Development, will direct the project with the assistance of two other additional staff members recently hired by the Human Rights Commission to work full time on raising both the quality and quantity of job opportunities for Latinos in Civil Service.

Under the Program and existing skills bank will be greatly expanded to provide a ready pool of qualified applicants of Spanish descent to be matched with government positions as they open up. To further accel-

erate the process, governmental agencies at the City, State and Federal level here in the Bay Area will be asked to specifically request Latinos for positions as they occur. A Task Force of representatives of both community and governmental agencies will serve as the watchdog of the Program.

The Program has been designed as an experimental model with great potential for future funding and expansion to a national level if it proves successful here in the Bay Area. Specific provisions have been made for monitoring results at the conclusion of the one year pilot project.

Sociedad Progresista Logia Amado Nervo #54

★ GRAN CENA y BAILE ★

6:00 a 9:00p.m.

8:00 a 12:00p.m.

- Domingo 17 de Diciembre de 1972 -

Conjunto Los ALEGRES del NORTE

BAILE\$2.50 (Cena Gratis !)

**SALON AZTECA Esq. 24 y E. San Antonio
SAN JOSE, CALIFORNIA**

MADAM ZORA

ADIVINADORA



Posee Gran sabiduria
para ayudarle en
todos sus Problemas
**SALUD - AMOR
NEGOCIOS
ENFERMEDAD
TRABAJO**

295 - 6210

144 S. Second St.

El Excentrico

PLEASE REMIT **\$3.75**

CHECK___ MONEY ORDER___

FOR ONE YEAR'S SUBSCRIPTION
274 TERRAINE ST. SAN JOSE, CA.
95110

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

- Subscription Blank -

El Fotografo de las ESTRELLAS

RICHARD DIAZ
292 - 3294



CORAL MEXICANO de SAN JOSE
Bajo los Auspicios del Organismo Mexicano
Cívico y Cultural de San Jose
Iz. a der: Hermanitas Montiel: Yólanda
Patricia, Laura, Rosalia, Sra. Felicita Ramos
Sra. Socorro Ayala

2da fila: Luis Beltran, Juan Araizaga - Te-
sorero, Leonel Valencia, Jose Estrada,
Pedro Yañez - Presidente, Juan Castellanos
Rigoberto Garcia, Agustin Chaidez
Delfino Garza - Secretario
FELICIDADES !



HELEN RIVERA
Helen es la distinguida esposa del
director del Mariachi
LOS ABAJEÑOS de Isidro Rivera
Foto fue tomada en Arturo's
QUIET VILLAGE



Aero DOMESTIC STEWARD / STEWARDESS

Si Ud. tiene a lo menos 20 años, 5'2" a 6'0" con un peso proporcionado, personable y con diploma de escuela alta, y tiene buena apariencia, Ud. puede calificar como manejador o manejadora en la flota de aviones jet mas grande del mundo. Debe hablar ingles amplemente, Colegio, experiencia y contacto con el publico es deseable.

PRINCIPIO del '73

CLASES

DISPONIBLES

Aplique en nuestra oficina de Empleo durante las 8:30 y las 11 a.m. los Martes solamente. Del Bayshore Freeway tome el Airport Shops turnoff para el United Maintenance Base, luego siga los letreros. No necesita cita.

Si es mas conveniente para Ud. entrevistas especiales seran de la siguiente forma.

SAN JOSE

Los Miercoles hasta Diciembre 13 de las 10 AM hasta las 3 PM en el Aeropuerto de San Jose, South Concourse, Puerta 3 No necesita cita.

UNITED AIR LINES

An Equal Opportunity Employer

JJR

Sr. Vicente y Sra. Guillermina Ortiz

Sr. Pedro y Sra. Mercedes Ruiz

*participan a Ud. el enlace
de su hija e hijo*

Maria Del Refugio

y

Juan M.

*Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Viernes 22 de Diciembre 1972, a las 5:30p.m.*

Iglesia Nuestra Señora de Guadalupe

2020 E. San Antonio St.

San Jose, California

HAPPY BIRTHDAY



Belated BIRTHDAY Greetings
to lovely

BEATRIZ GARCIA
who just turned 21

She is the manager of
ANGIE'S BEAUTY SALON
17th S. Fourth Street

Furniture Discount House

82 E. SANTA CLARA

SAN JOSE

CORNER OF
THIRD STREET



HANK COCA

**Bring This AD in
For FREE GIFT!**

No Purchase
Necessary!

Spanish TV SHOW Sat. & Sun.

DAILY on Channel 20, 4 to 10 p.m.

10:00a.m. to 6:00p.m. — On Sunday 9 to 10:00p.m.

" THE UNTOUCHABLES "

On CHANNEL 36



JOE SANCHEZ



LOIS FISHER



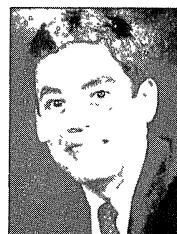
GIL COCA



PILLIE
VILLALOBOS



JESS
CORDERO



LOUIE COCA



MARTIN
MENDEZ



CAREY
CHURCH



FRED
CABOTAGE



DANNY VIGIL

B U N K B E D S

WITH LADDER AND GUARD RAIL

\$19.95

82 E. Santa Clara St.

297 - 9486

San Jose

Furniture Discount House

82 E. SANTA CLARA

SAN JOSE CORNER OF
THIRD STREET

SPANISH

SOFA

\$199.00



LUPE ALONZO



RAY
SALDAÑA



STELLA LOPEZ



GARY JOHNSON

422 - 9669
607 E. Market St.
Salinas, Calif.



1501 BROADWAY
FRESNO, CALIF.



PHIL
RODRIGUEZ



CARMEN
RODRIGUEZ



PETE
KONON



RAUL
GUILLEN

Teatro LIBERTY

TONY D. MARIA Gte.

297-1456 67 S. MARKET ST. SAN JOSE, CALIF.

MIÉRCOLES SOLAMENTE
PREMIERE

13 de DIC.

JUEVES A MARTES

6 DIAS

14-19 de DIC.

BLUE DEMON
Elsa Cardenas

MIL MASCARAS
SENSACIONAL ACTUACION DE **SANTO**

LAS MOMIAS DE GUANAJUATO

A COLORES

CLASA-MOHME, Inc.

— ADEMÁS —

Y UN DIA LOS SIETE PECADOS
LLEGARON
AL EDEN...
¡AQUELLO FUE
PEOR QUE
UNA...

PRODUCCIONES SITA, S.A. presenta

IGNACIO
LOPEZ TARSO
COLUMBA
DOMINGUEZ
ALMA DELIA FUENTES
en

FURIA en el EDEN

con
TITO JUNCO
SERGIO JURADO
y ADRIANA ROEL

CLASA-MOHME, Inc.

LA SANGRE ENEMIGA

DAVID REYNOSO
MERCEDES CARREÑO

JUAN MIRANDA • ERIC DEL CASTILLO
MAGDA GUTMAN • EMILIO INDIO FERNANDEZ
CARLOS ANCIIRA

A COLORES

AZTECA FILMS, Inc.

— ADEMÁS —

A COLORES

Viruta y Capulina
Regina Torne • Gilda Miros

2 Pintores Pintorescos

AZTECA FILMS, Inc.