

El Excentrica

November 5, 1975



LUCHA VILLA

One of Mexico's
Most Popular
International Stars
During Her Recent
November Tour
Appearance at the
San Jose Civic
Auditorium



Photography
Richard Diaz



Ernie y Grace
Hernandez, Prop.

LA PLAZITA

Restaurante Bajo Nueva Gerencia

"Traiga su familia a un lugar amistoso donde lo atienden bien y rapido. Vengan a comer nuestra comida Mexicana. Saldran satisfechos. Los precios son razonables."

Horario:

Lunes a Jueves—11 a.m. a 9 a.m.

Viernes—11 a.m. a 3 a.m.

Sabados desde 9 a.m. a 3 a.m.

Domingos desde 9 a.m. a 10 p.m.

Ordenes Para Llevar

292-2069 (Entre la segunda y tercera) 89 E. San Fernando St.

ESMERALDA JEWELERS

8 SEMANAS PARA NAVIDAD



Rudy Tenez y Jose Valdez, Props.

LAYAWAY NOW FOR XMAS
ADMIREN LA FANTASTICA
SELECCION de JOYERIA
PARA ESTA TEMPORADA
de NAVIDAD

RELOJES, ANILLOS,
PULSERAS, BRACELETES, etc.

DISEÑOS EXCLUSIVOS
LA RAZA ES BIEN VENIDA!!!

ALL JEWELRY & WATCH
REPAIRS ARE DONE ON THE
PREMISES — FREE ESTIMATES

Phone 247-8318

In Lawrence Square Shopping Center

3511 El Camino Real
Santa Clara, Ca.

Old Images Plaguing Blacks, Browns In U.S.

OPINION

by LUIS G. JUAREZ

The black and brown people in the United States are still considered inferior by the white population.

The myth that blacks are inferior started with slavery. Before slavery, blacks were treated as equals in Europe.

With Mexicans, it was farm work which attracted primarily illiterate and untrained people from the most destitute regions of Mexico.

During World War II the United States imported hundreds of thousands of Mexican farm workers that came to work the agricultural fields in a level perhaps just a notch above slaves. They were brought in and shipped out like cattle.

White America came in contact with this element of the population and formed an opinion of the capacity and the role of these people in our society.

The struggle by these ethnic minorities to gain equal status in our society has been extremely difficult. Excellence in the performance of their community duties is not enough; they still have to contend with racial prejudices.

It is well known that several European immigrant groups went through a similar process and were at the low end of the pecking order at one time, and now are established as prosperous groups in our society.

Furthermore, they no longer even feel the need to identify as separate ethnic groups.

This being the case, why has this not happened to black and brown people. I think racial prejudice is still a big barrier which keeps the group down and until this disappears, these groups' socio-economic climb is going to continue to be painfully slow.

Civil rights legislation and affirmative action programs thus far have only made a small dent in bringing ethnic minorities into meaningful and responsible positions. Educational groups are designed to help these groups look far more impressive on paper than they are in practice.

In this area I have noticed Chicanos and blacks are looking to public agencies less and less for assistance or special considera-

tion for jobs and business opportunities.

Many of the Chicanos I have talked to no longer feel they have to depend on this kind of help. As an individual, the Chicano feels he can make it, even if it takes extra effort.

FURNITURE DISCOUNT HOUSE

82 E. Santa Clara (408) 297-9486
San Jose, Ca. 95113



ELECTROLYSIS CLINIC

Unwanted Hair Removed
Permanently - Specialists

State Registered Electrologist Confdt.
The Latest Scientifically Improved
Electronic Equipmnet Used.

ELVA BRISENO, R.E.
247-7486

335 S. Baywood Ave., San Jose

SPARTAN AUTO SUPPLY



BILLY LOZANO - Manager

Se Habla Español

(408) 297-8802

380 San Jose Ave., San Jose

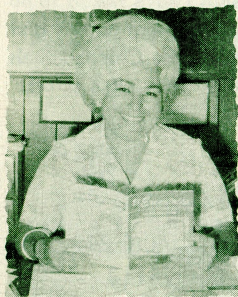
— COUPON —

With Every \$5.00 Purchase

a FREE Gift

Valued at \$3.99 Retail!

" THE OPEN HOUSE REALTORS "



"Se Habla Español"

Mary Saiz

Res: 258-7028

J. S. Williams Co. EAST SAN JOSE FOOTHILLS

HOMES • RANCHES • INCOME

See Our Picture

Arcade Of Over 300 Homes

Available Now!



Day or Night 259-6759

McKee Rd. at Kirk Av.

San Jose



Are you bothered by the sight of a wrecked auto left sitting in your neighborhood? Santa Clara County is, and its new vehicle abatement program will try to solve the problem by removing several thousand vehicles like this one.

"LA MANTILLA" Bridal Boutique & Flowers

GIFTS OF DISTINCTION

BRIDAL GOWNS and

FORMALS for All Occasions

Flowers Custom Made
For All Occasions

WEDDINGS - 15 ANERAS

Court of Honor - Hospitals

Mon - Thurs 10 to 9

Fri - Sat 10 to 6

CAMPBELL PLAZA
Tel. (408) 374-6601

Lydia Cuen Montano
Gloria Chavez Stephens



2435 Winchester Blvd.
CAMPBELL, CALIFORNIA 95001

DR. LAWRENCE H. STERN OPTOMETRISTA

Examinación de Ojos
Adaptación de Lentes
LENTES DE CONTACTO

Abierto diariamente de 9:30 a.m.
a 5:30 de la Tarde
CERRADO LOS DOMINGOS

Se Habla
Español



En la gráfica Annette y el Doctor
Stern le atenderán.

IN ZALES Jewelry Building
(Downtown San Jose)

295 - 4805

67 S. FIRST ST.

gingiss®

formalwear center

High Fashion Specialists

Formal Wear For Every Occasion
All Accessories • Complete Size Range

We Carry the Very Latest in Fashions
Our Fashion Experts Will Advise You as to What Formal Wear Is
Truly Correct and Fashionable

(408) 274-9340 394 Eastridge Mall (Near J. C. Penny)

PAN AMERICAN MOTORS

Reliable A-I Used Cars

"La casa que en realidad habla su idioma"

- Quality Used Cars
- One Year Guarantee
- All Makes and Models

Visite el Cuartel General de
Automoviles en el
Condado de Santa Clara

- Carros Usados de Calidad
- Un Ano de Garantia
- Todas Clases y Modelos
- Tenemos un Departamento
Completamente Equipado
Para la Reparacion de
Automoviles



L-R: Jose Vargas (Costa Rica) Victor Tisnez
(Brazil) Salvador Rodriguez (Mexico) (Top)
Ernesto Aguirre III (Mexico) Jorge R. Sanchez
(Uruguay) Ricardo Bachor (Argentina)

**Phone 249-6311
San Jose, California**

**3896 Stevens Creek Blvd.
(At Saratoga Av.)**

JESS' PLACE



**COMIDA MEXICANA
CERVEZA Bien Helada**

INC / COCKTAILS

225-3052 3088 Monterey Highway

AGENCIA de PROPIEDADES



VENTA DE CASAS

Todas Clases - Todos Tamaños

A todos Precios!

LLAME HOY MISMO

JOSE J. ALVARADO

297-1339 1190 E. Santa Clara St.

and cooperation, our Mexican-American Chamber of Commerce will greatly improve as we coordinate our efforts to achieve our goals.

Thank you for your support.

Sincerely,

Board of Directors

SERVICES THE MEXICAN AMERICAN CHAMBER OF COMMERCE PROVIDES

In cooperation with the office of Minority Business Enterprise (O.M.B.E.), and the Small Business Administration office (SBA), the Mexican American Chamber of Commerce of San Jose is able to provide technical assistance in the following areas:

1. Loan Packaging
2. Site selection
3. Bonding
4. Leases
5. Accounting
6. Marketing
7. Legal assistance

Seminars are planned in areas such as business, financing, income taxes, sales techniques, advertisement, etc.

The M.A.C.C. also provides local information about San Jose.

**Membership Fee
\$35.00 per Annum**

416 N. FIRST STREET
SAN JOSE, CA. 95113
(408) 288-7727

San Jose Mexican-American Chamber of Commerce Rummage Sale!

DATE: Saturday, November 22, 1975

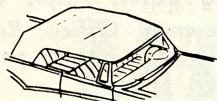
TIME: 9:30 A.M.

PLACE: El Taconazo Parking Lot

PURPOSE: Fund-Raiser

Everyone welcome! If you have items we can use to sell, call us at 288-7727.

SEAT COVER KING



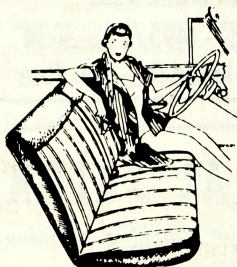
Complete Auto Upholstery

CUSTOM SEAT COVER SALE

Vinyl Tops
Diamond Tuft
Tuck and Roll
Convertible Tops
Camper Boots
Clear Plastic
For Auto
& Furniture



Joe Moya
Proprietor
Se Habla Español



Free Estimates
CALL 286-3434

905 N. 8th St. - San Jose. Ca.
Near Hedding St.



El Excentrico

26th Year No. 15 November 5, 1975
Reaching 18,000 Chicanos Bi-weekly

HUMBERTO GARCIA, SR.
Founder: 1948-1974

BERT GARCIA **MARC GARCIA**
Publishers

MARC GARCIA **BERT GARCIA**
Editor Manager

RUDY BELLOUMINI
Public Relations

MANUEL FERNANDEZ
Production

RICHARD DIAZ
Photographer

Luis	Daniél Saldaña
Esther Medina Gonzales	Tony Saenz
Jacqueline Ortega	Candy Veliz
Angie Martinez	Artemio Carranza
Pedro Dillon	Maria A. Hernandez
Francisco Sierra	Paablo Curiel

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.

Advertising Rates Given
On Application

GARCIA PRINTING
Business and Publishing Office
274 Terraine St., (408) 292-4273
San Jose, Ca. 95110

CONCRETE FINISHER CITY OF SAN JOSE

\$930 - \$1260 per mo. Req. 8th grade ed. & 2 yrs. journeyman concrete finishing exper. Apply by 11/21, Employment Office, Rm. 207, 801 N. 1st St., 95110, 227-4000 ext. 4204.

LITO SANCHEZ

Ahora Se Encuentra
en Capitol Ford
PARA SERVIR A UD.!

Capitol Ford
919 W. Capitol Expy.
San Jose
Llame hoy
(408) 265-6000



White Dove Florist

Flowers For All Occasions



- Weddings - Presentations
- Hospitals - Funerals
- Se Habla Español

Mr. Frank Reza

(408) 287-3495/295-3034
1207 Oakland Rd., San Jose

Marglads

Mon., Tues., Wed., & Fri.
9:30 a.m. to 5:30 p.m.
Thursday 12:00 to 9:00 pm.
Saturday 9:30 a.m. to 5:00 p.m.

BRIDAL SALON

Is famous for individual attention

WEDDING GOWNS
BIDRESMAID GOWNS
MOTHER OF THE BRIDE
PROM DRESSES
PRESENTATIONS

294 - 0755

(Free Parking In Rear)

1202 THE ALAMEDA

WHAT IS MACC?

What Is the San Jose Mexican-American Chamber of Commerce?

The San Jose Mexican American Chamber of Commerce is a non-profit organization that was created for the following purposes:

1. To promote business, industry, commerce, and culture within the community for all small businesses.
2. To increase better understanding between the small business man and the community at large.
3. To encourage the full development of resources of the City of San Jose, The County of Santa Clara, and the surrounding trade areas, which will promote and enhance the welfare and up building of the local economic community.

Mexican-American Chamber of Commerce History and Goals

The Mexican-American Chamber of Commerce was originally established in 1973, by a group of community business men to serve the interest of the businessman in San Jose with these goals in mind

1. To assist existing businesses in expansion.
2. To assist individuals and other social groups in establishing businesses.
3. To further expand our services in assisting on translations, and counseling for international business transactions.
4. To promote the San Jose Mexican-American Chamber of Commerce as a vehicle to promote Conventions and Tourism activities.

Que Es Lo Que Representa La Camara de Comercio Mexicana de San Jose?

Es una organizaci3n fundada por un grupo numeroso de comerciantes, consejeros, y otros profesionales de este regi3n—con el proposito y objetivo de:

1. Otorgarte asistencia tecnica al comerciante individuo de habla espa3ol en el condado de Santa Clara.
2. Promover mayores y mejores oportunidades en el comercio e industria para miembros de todos los sectores de la comunidad.
3. Generar un completo desarrollo de recursos en la ciudad de San Jose, y el condado y engrandecer las condiciones de la comunidad economica local.
4. Promover mejor relaciones economicas entre los comerciantes y hombres de negocio de habla hispana, entre la comunidad en general y los paises Latinos Americanos.

Nuestra servicios son completamente gratuitos y nuestra oficina esta a su disposici3n.

Seria un gran placer subscribirlo como socio a nuestra gran organizaci3n. Tenga la bondad de comunicarse con nuestras oficinas.

To Our Future Members:

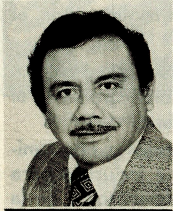
In order to increase better understanding between the businessman, and the Community at large, the Mexican-American Chamber of Commerce of San Jose was organized in the year of 1973, and immediately voted into the National Mexican-American Chamber of Commerce.

Presently there are over forty Mexican-American Chambers of Commerce throughout the United States. Some of these Chambers have been in existence for over a period of fifty years.

We feel the urgent need to encourage and educate the small business members in our community and to have them enter into the mainstream of the economic development by becoming a part of the industry and planning for the betterment of all people of San Jose without prejudice.

Thus we wish to maintain our identity in order that we can act as a voice that has the respect of not only the small business man, but all ethnic groups as well as civic-industrial organizations, for the betterment of everyone in the City of San Jose, and Santa Clara County.

One of our prime areas of emphasis will be to expand our membership. With your help



Club San Felipe



Candy Veliz

EL QUIJOTE

A story can be written about the presentation of El Quijote on T.V. Channel 20 by Carlos De Marti, some of the comments will be good and of course there is always room for improvement. The greatest injustice was suffered by Guillermo (Memo) Rios. He worked like a beaver getting commercials for the affair and I hope he received monetary compensation because in form of recognition he received none. Mimo, don't forget to help them again, next year.

HACIENDA

Your best buy in furniture is Muebles Hacienda, 226 So. First in San Jose. Luxury for less.

Does it occasionally bug you that your employer is always interested in better work, greater efficiency, and better service for the customer? It really isn't your employer who's demanding these things—it's the customer, a fellow just like you who wants value for his money. And if you don't give it to him, he's going to get it somewhere else.

Competition is a hard thing to live with. It isn't very comfortable to think that somebody else, by doing a better job, can take the food off your table. But competition is rarely so tough that the person who is willing to do a good day's work can't meet it. If there were no competition, the quantity and quality of everything we produce would drop like a stone in a well. Our standard of living would drop with it. At Hacienda we can't do enough for our customers.

That my friends is the way Hacienda Furniture owners and staff feels.

BANQUET

Richard Martinez is working diligently to set up a very nice Christmas Banquet for the Club members. And they deserve it. Lets hope everybody has a good eating time? Comemos?

MR. G.

I respect the fact that you don't want

your letter or name in print but somehow or other you misunderstood my article. I happened to feel just like you. Thanks for writing.

Why I Fired My Secretary

One man explaining to another why he fired his secretary.

"Two weeks ago," he said, "was my forty-fifth birthday and I wasn't feeling too hot that morning anyway. I went in to breakfast knowing that my wife would be pleasant and say "Happy Birthday" and probably have a present for me. And she didn't even say "Good Morning" let alone say "Happy Birthday."

"I said, well, that's wives for you." The children will remember. The children came in to breakfast and didn't say a word. And when I started to the office I was feeling pretty low and despondent.

As I walked into my office, Janet said "Good Morning, Boss—Happy Birthday," and I felt a little better—someone had remembered.

I worked until noon. About noon she knocked on my door and said, "You know it's such a beautiful day outside and it is your birthday, let's go to lunch, just you and I." I said, "By George, that is the greatest thing I have heard all day. Let's go."

We went to lunch. We didn't go where we normally go, we went out into the country to a little private place. We had two Martinis and enjoyed lunch tremendously.

On the way back to the office, she said, "You know, it's such a beautiful day we don't need to go back to the office, do we?" I said, "No, I guess not."

She said, "Let's go by my apartment and I will fix you another Martini."

We went to her apartment. We enjoyed another Martini and smoked a cigarette, and she said, "Boss, if you don't mind, I think I'll go into the bedroom and slip into something more comfortable" and I allowed her as I didn't mind at all.

She went into the bedroom and in about six minutes she came out of the bedroom carrying a big birthday cake followed by my wife and children. All were singing "Happy Birthday" and there I sat with nothing on but my socks.

EL ZARAPE

When out for an evening of dancing and cocktails stop at the Zape on Julian St., in San Jose. Say hello to Sammy, Bob Mercado and Bob (Silver Fox) Aquilar and tell them Dulce sent you. Bailamos?

FURNITURE DISCOUNT HOUSE

82 E. Santa Clara (408) 297-9486
San Jose, Ca. 95113

MADAM ZORA

ADIVINADORA



Posee Gran
Sabiduria
para ayudarle en
todos sus Problemas
**SALUD - AMOR
NEGOCIOS
ENFERMEDAD
TRABAJO**
144 S. Second St.

295 - 6210

AGENCIA DE INHUMACIONES MISSION CHAPEL RANCADORE & ALAMEDA



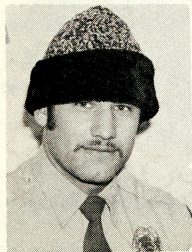
A. ALAN
ALAMEDA



ALAN A.
ALAMEDA

Sirviendo a la colonia desde 1933
Abierto las 24 Horas - Se Habla Español
Tel. 293-0073 - 600 S. 2nd Street

LT. VICENTE ROMEO



★ ALANIS ★ PATROL SERVICE

STATE LICENSE No. C-5790

- UNIFORMED OR PLAIN CLOTHES
- MALE OR FEMALE OFFICERS
- LICENSED & BONDED

Sgt. EFRAIN MACIEL



1532 Amesbury Way (408) 926-4479 San Jose, Ca. 95127

La Rosa Pharmacy

IN DOWNTOWN SAN JOSE SINCE 1945

SE HABLA ESPAÑOL

- FREE DELIVERIES -

HYPO ALLERGENIC
COSMETICS

PRESCRIPTION SPECIALISTS

294-5030

56 W. SANTA CLARA



HOURS
MON. THRU SAT.
9:30 A.M.
to 6:00 P.M.
CLOSED SUNDAY



OBITUARIO

El 23 de Octubre de 1975, la Sra. Ma. del Carmen L. de Rivas dejó de existir en su domicilio a causa de una afección cardíaca. Sus hijos que se encontraban con ella trataron de auxiliarla, su esposo el Sr. Francisco D. Rivas fue llamado por sus hijos, llegando unos minutos después, hicieron todos los esfuerzos posibles para resucitarla sin que pudieran lograrlo.

La Sra. Ma. del Carmen L. de Rivas nació en Sonora, Mexico y por muchos años vivió en Fresno, Ca. en donde conoció al Sr. Rivas con quien se casó en 1924. El matrimonio tiene tres hijos; Hector, Francisco y Carlos. Los tres prestaron sus servicios a las Fuerzas Armadas, estan casados y les han dado al matrimonio doce nietos y dos biznietos.

Sus hermanas Gertrudis L. de Najera, de Fresno, Ca. y Paulina L. Vda. de Romo, de San Francisco, Ca. Sus hermanos Manuel, Jose y Juan Luján estuvieron presentes para despedir a su querida hermana Ma. del Carmen.

Sus primas Adelina Graham y Mercedes Sunseri, así como otras personas de la familia, acompañaron a la Sra. Rivas en el viaje a su última morada.

Gran cantidad de amistades presentaron su pésame al Sr. Rivas y a sus familiares; un número de ofrendas florales dieron testimonio de afecto a la desaparecida.

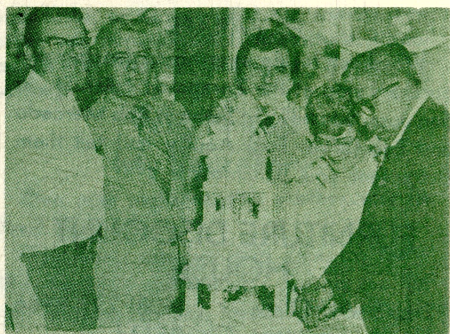
Durante toda su vida, la Sra. Ma. del Carmen L. de Rivas, supo conquistar el cariño, afecto y estimación respetuosa de sus familiares y numerosas amistades.

Sus restos descansan en el Santa Clara Mission Cemtery de Santa Clara, Ca.

En paz descanse.



El Sr. Francisco D. Rivas y la Sra. Ma. del Carmen L. de Rivas el día que contrajeron matrimonio; el 25 de Mayo de 1924, en Fresno, Ca.



La celebración de sus Bodas de Oro, el matrimonio Rivas y sus tres hijos el 25 de Mayo de 1924, en San José, Ca.



La Sra. Ma. del Carmen L. de Rivas, con la sonrisa que la caracterizó toda su vida.

DR. JUAN DE HERAS, D.C.
OFICINAS QUIROPRACTICAS

2351 Forest Aenue - San Jose

**Directamente atras del Valley Fair
Shopping Center**

Telefono 249-1244

**Casos de Accidentes Automovilisticos
Casa o Trabajo.**

For the BRIDE ...

On Your Most Special Day

WEDDING GOWNS \$39.99 to \$119.99

Gowns for BRIDESMAIDS and MOTHERS of the Bride

Rabins
fashions

We Specialize in Presentations

Open Daily till 9:30 p.m.

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

ALL BANK CHARGES



Tel. 238 - 2424

323 EASTRIDGE MALL

Upper Level

San Jose
294-2322



SELIX

Santa Clara
247-8141

the formal wear specialist / since 1906

Para Servicio Profesional en la Renta y Compra de Trajes

San José
Downtown
60 South 2nd St.
Abierto Jueves
Hasta las 8:30 P.M.



Santa Clara
4611 Stevens Creek Blvd.
Al Este Del
St. Lawrence Expy.
Abierto El Lunes
Hasta las 8:30 P.M.

Para Bodas - Quinceañeras - y Ocasiones Especiales
"Se Habla Español"



THE BEST IN
MEXICAN FOOD

**SPECIALS on
WEEKENDS**

Imported
Mexican Beers

ART & RITA GUZMAN, Props

Tel. 293-3663

131 W. Santa

3 St. San Jose, Ca.



LAS CAZUELAS

Aquí Encontrará el MENU más
Extenso y Variado de toda la Bahía
Lo Más Selecto y Delicioso
En Comidas Mexicanas

Carmen Gonzalez, Prop.
297-6370 30 S. Second St.

El Excentrico

SUBSCRIPTION BLANK

PLEASE REMIT \$5.00

Check ☐ Money Order ☐ ✓

FOR ONE YEAR'S SUBSCRIPTION

(408) 292-4273 274 Terraine St., San Jose, California 95110

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

AUSTIN AUTO DISMANTLERS

"Comparamos carros chocados, quebrados, bombos, etc."

"We buy wrecked cars, call us & we'll tow it in"



L-R: John, Fred, Tomas Jr., Trink,
Tom, Mike and little Lisa and Boy.

Used Auto Parts and Accessories
Pull Your Parts and Save Money \$\$\$

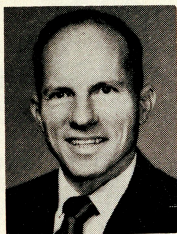
We Specialize in Chevy Classics
1955 thru 1957 and All Others
Motors, Rebuilt Transmissions, Body Parts,
Tires, Carburetors, Generators, Glass, etc.

Hours: 9 A.M. to 6 P.M.

Sundays: 10 A.M. to 3 P.M.

SE HABLA ESPAÑOL - 24-HOUR TOWING SERVICE

Phones: 998-1302; Nite: 258-5329 384 E. Alma (Next to Spartan Stadium)



POR

Francisco
E. Sierra



Números y Sus Sistemas

Hoy escribo sobre números aunque sigo usando letras. Intento hacer resaltar la cuestión de los sistemas sobre la numeración. Lo primero es aclarar que actualmente prevalece el sistema decimal de numeración arábiga. Lo segundo es recordar que hace 15 o 20 siglos prevalecía en el mundo la numeración romana. Lo tercero es observar que retrospectivamente otros sistemas usaron en sus respectivos tiempos: griegos, caldeos, fenicios; asirios, chinos, egipcios; indios, indios y otros. Y mientras más atrás vamos en nuestra búsqueda histórica en relación con los números, cada vez nos hallaremos con sistemas mas variados, rudos e incivilizados. En los más primitivos sistemas de numeración no se observa el concepto del cero; y en general, todos tienen alguna relación con los dedos de las manos.

La idea de la numeración es más antigua aún que el alba de la civilización primera. Desde los tiempos más remotos han sido usados medios de expresión tan rudimentarios como marcas sobre la arena, después sobre piedras o maderas; más tarde haciendo nudos sobre cuerdas vegetales.

Muchas tribus indígenas de América han usado sistemas de numeración que van desde agarrar el pulgar de la mano derecha para decir el seis hasta sistemas tan bien desarrollados como el sistema vigesimal de los mayas que hace unos quinientos años ya tenían el concepto del cero en su numeración.

Hace como mil años que los hindúes incluyeron el cero en su numeración; y más de 5 milenios hace que los sumerios habían desarrollado un sistema de numeración sexagesimal (o sea, de base 60). Por otra parte el antiguo Egipto tuvo un sistema de numeración de base 10 pero sus símbolos eran aún jeroglíficos.

Los árabes (a través de España) nos legar-

on su sistema decimal en el que los 10 símbolos básicos tienen un doble rejuego de número y posición.

Hay muchos detalles interesantes en el desarrollo o evolución de los números. La razón de llamar "tablas" matemáticas (de sumar, restar, multiplicar, etc.) se debe a su origen, pues las primeras recopilaciones de datos aritméticos que se conservaron para uso posterior, fueron hechas sobre maderas o "tablas". Y más antiguo es el nombre del actual cálculo (calculadora, calcular, etc.) pues mucho antes del lápiz y del papel, las operaciones aritméticas se realizaban con "cálculos", es decir, "piedras".

Hace 2500 años, el genial matemático y filósofo Pitágoras afirmaba que el número es el principio de todas las cosas. Nosotros, que estamos viviendo 25 siglos después podemos afirmar que casi todas las actividades de la vida superior de los humanos se desarrolla con marcada implicación de los números.

Efectivamente, son decisivos los números en la identificación de las cosas más pequeñas (moléculas, átomos, protones, electrones) y también de las cosas más grandes (tiempo, espacio, constelaciones, galaxias.)

Ahora bien, no sólo ha correspondido a los científicos el pensar acerca de los números. También los números han ejercido extraordinario influjo en los ánimos inclinados a la superstición. Muchos han venerado el 3; el 4 era símbolo de perfección pitagórica; el 7 era sagrado entre los hebreos; el 13 se ha tenido por infausto entre muchos pueblos y aún hoy inspira temor a muchas personas.

En fin, los números y sus sistemas han evolucionado; y en este siglo XX es posible que estemos pasando del sistema decimal a otro sistema, como el binario que ya se está usando en las computadoras automáticas.

TAQUERIA ACAPULCO



Rita Burguño

Food To Go
• Tacos • Tamales

• Menudo
• Burritos y
Antojitos de
todas clases

294-2266 688 Almaden Ave., S.J.

by
RINA
ROSENBERG
Director C.S.W.



Commission On the Status of Women

Turning to the legal profession, Ms. Garcia points out that,

"There is one field that is of great significance to us, and that is the field of law. In 1971, women accounted for 9.4% of all law students in the U.S.A., but women lawyers were only about 4% of the total number of lawyers. At the University of Southern California this year two Chicanas will graduate. If we are going to fight for our place in all fronts, we better have Spanish-speaking women lawyers to battle for us.

"In the field of education, even though I said before that the great majority of Spanish-speaking professional women were in the field, we must remember approximately 80,000 bilingual teachers are needed right now, according to the State of Bilingual Education report presented to Congress by Mr. Manuel Fierro, President of RASSA. We have no representation in early childhood development, remedial education, programs for the handicapped and bilingual adult and vocational education. There is a tremendous need for Spanish-speaking women specialized in personnel services, psychologists, and counselors, in elementary, secondary and higher education."

"We must share the information we have of opportunities that exist in higher education for minorities and for women." As Ms. Garcia points out in her closing paragraph,

"The key factor in achieving our goal of success is to unite ourselves as Spanish-speaking women, in unity is strength."

She suggests that Spanish-speaking women keep abreast of opportunities and create a network of communications. Each of you can begin to do so through the following Spanish organizations:

Chicana Action Center
435 South Boyle Avenue
Los Angeles, CA 90033

The center has a newsletter.

Comision Feminil Mexicana Nacional, Inc.
2115 9th St.
Berkeley, CA 94710

Comision Feminil Mexicana Nacional published a bi-monthly newsletter which is available for \$2.00 from CFM, 4721 E. Olympic Blvd., Los Angeles, CA 90002.

Organizacion de Mujeres Puerto Riquenas
3067 24th St.

San Francisco, CA 648-4030
Commission on the Status of Women
408 County Administration Building
70 W. Hedding St.

San Jose, CA 95110 299-3131

The Commission actively encourages and welcomes participation of Spanish-speaking women in its effort to improve the status of all women. Get in touch with the office to find out how you can become involved in the struggle for equality. Ms. Garcia's facts from which I have drawn, make it abundantly clear that there is much to be done. Viva la causa.

Rina Rosenberg, Director
Commission on the
Status of Women

Dr. Ivan T. Hendren

QUIROPRACTICO

Tel. 258-1615

1621 E. Santa Clara



HORAS de CONSULTA
Lunes a viernes 9-12 y 2-6
Cerrado Martes y
Sabados

Sufre de Dolar de Cabeza, corto de resuello, corazón, presión de la sangre, del estómago, hígado, condiciones de la piel, de los riñones? Tiene un dolor en el cuello y en la espalda? Sabe Ud. que las torceduras de la espina dorsal ponen presión en los nervios y cierran las fuerzas necesarias de los nervios que se transmiten del cerebro a todos los órganos del cuerpo. Esta fuerza de los nervios dirige la función de los órganos y cuando hay interferencia causa mal funcionamiento de estos órganos. Su doctor QUIROPRACTICO buscará las causas de este mal funcionamiento de sus órganos con análisis científicos quiroprácticos. El doctor consultará con usted de sus problemas de Salud para determinar si usted es de aquellas personas que responden a los tratamientos Quiroprácticos. Sin compromiso.



PAT & LARRY'S BARTENDERING SERVICE

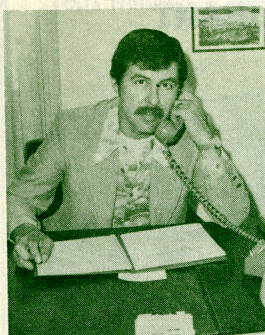
Private Parties - Wedding Receptions - Quinceñeras
 "Let Us Help You Make Your Arrangements—
 We Take Care of Everything but the Liquor and Mix"

Call Day or Night **265-7599**

Pat Burkett and Larry Leonard



First California Realtors



Art Cadena
 (Se Habla Español)

WE HAVE

- FHA & VA Repossessed Homes and Condominiums
- Buyers for Your Houses
- Commercial-Industrial-Ranches and Income Properties

TENEMOS

- Propiedades del gobierno casas y condominios
- Compradores para sus casas
- Propiedades de ranchos - industria - comercio casa Habitación.

Owning Property is not as difficult as you might think—call me for more info and assistance.

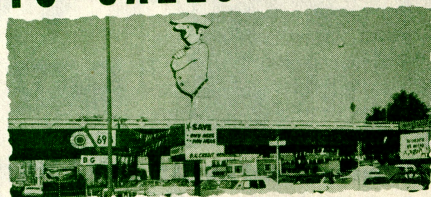
No es tan difícil como ud. cree
 Llámeme para más información y asistencia.

871 Coleman Ave.
 Coleman and Hedding

(Day or Nite)

Res.: 578-6520
 Bus.: 998-1973

B & G AUTO SALES



Aqui Su Credito es BUENO — We Carry Our Own Contracts
 Tel. 295-7601 **698 S. FIRST ST.**

SAN JOSE

SERVING
SANTA CLARA VALLEY
SINCE 1937



**DOWDLE &
MANRIQUEZ**
MORTUARY

Lena Manriquez Gomez
Director

DAY OR NIGHT CALL
293-3747

1066 South 2nd St. San Jose



MARISCO'S INDA RESTAURANT

SEA and MEXICAN FOOD

Mariscos	Cocido de Res
Jugo de Camarón	Menudo
Pescado	Ordenes para
Almejas	Llevar
Ostiones	

ABIERTO DIARIAMENTE

11 A.M. a 11 P.M.

VIERNES y SABADOS hasta
las 3 de la mañana



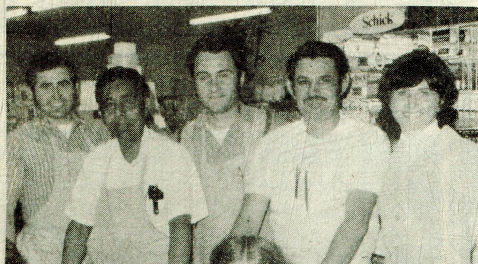
ABIERTO DIARIAMENTE DE 11 A.M. a 11 P.M. SAN JOSÉ

Tel. 292-2180

300 WILLOW

(Esquina Locust y Willow)

DOS SUPER MARKETS para SERVIRLE MEJOR!



Completo Surtido de Verduras

CARNES FRESCAS

Productos Importados de México
y Sud América

Abiertos 9:00 a.m. a 8:00 p.m.

Domingos 9:00 a 7:00 p.m.

998-2107 - Dept. de Carniceria

El Nuevo CHAPARRAL MKT. Tel 998-8028 1010 E. Santa Clara St.
(Esquina 21 y E. Santa Clara Sts.)

THRIFT MARKET

Tel. 294-9151

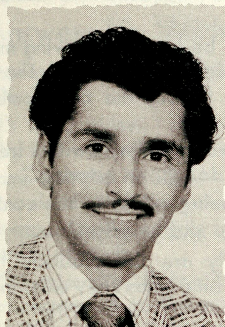
910 Spring and Hedding Sts.

MUEBLES

HACIENDA

SALE

CHESTS for \$24.95



Felix Nanez



**5-PIECE
DINETTE**

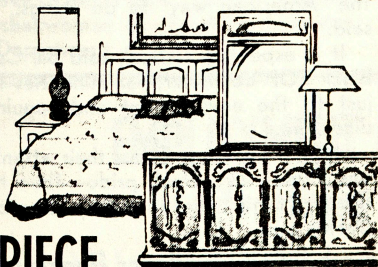
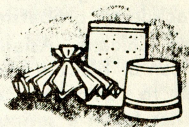
\$59.95



Candy Veliz

LAMPS

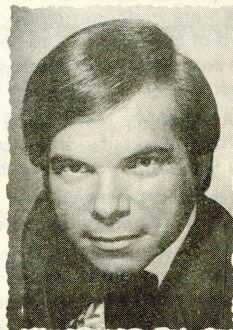
\$3.00



9-PIECE

BEDROOM SETS \$226.00

'Luxury for Less'



Rene De Luna

(408) 294-4700

226 So. First St., San Jose

Minority Students Face Unique Problems

by CARLA MARINUCCI

San Jose State University

Carlos came from an inner-city school in Los Angeles to study accounting at San Jose State University.

A black student who entered the university in a special-admissions program for disadvantaged student, he was bright—but he was also a little bit scared.

In a new environment, Carlos tried hard to pass in competitive business classes for which he had no tutoring help.

And he was worried because so many of the other students seemed to be better prepared in his field.

Not being familiar with some of the regulations here, he forgot to drop a class, and received an administrative F.

The pressures mounted, his grade point average fell—and Carlos finally went for academic counseling after he had been placed on academic probation.

For many Chicano, Asian-American, native American or black students like Carlos, the struggle to compete in a university environment has taken a serious toll.

Almost one-fourth of all minority students on campus were placed on academic probation or were in danger of disqualification by the end of the fall, 1974 semester, according to Steven Faustina, Affirmative Action coordinator.

Some minority faculty and staff members main the university administration is not taking firm steps to relieve the situation.

But administrators counter that university cutbacks in funding are contributing to the problem.

"There is no doubt in my mind that the university administration knows what's happening," said Bill Carter, a counselor at the Educational Opportunity Program (EOP).

"Nothing has been done," he charged, "and nothing is going to be done.

"They want it to happen," he said.

"I don't think the minority students' problems are of priority concern to the adminis-

trators," said Gabriel Reyes, director of EOP, a special admittance program for culturally and economically disadvantaged students.

"What more can we do than what we are doing?" countered Academic Vice President Hobert Burns.

"The cure may be largely in having more money," Burns said. But, he added, the entire university is feeling the crunch of financial cutbacks.

The campus, he said, is faced with a tragic situation — "No dough, no tutoring."

The question being raised in the controversy are complex and emotional ones.

- What exactly are the problems that minority students face when they enter higher education?

- Why are one-quarter of the SJSU minorities facing academic difficulty?

- Is the university really concerned with offering programs that can assist those who need help?

The basic academic difficulties encountered by the students, according to some minority counselors and instructors, are in adjusting and competing here with others who have been academically and emotionally better prepared for the experience.

"These students are going through an identity crisis in terms of their cultural backgrounds," said Stella Nanez, EOP counselor.

Minorities are often pressured into accepting "middle class, Anglo culture" in a university atmosphere and are told "this is the 'American way' to do things," Nanez said.

It is especially critical, said Bill Carter, a black EOP counselor, for minorities to "adjust to the environment and acquire self-discipline."

And "if you can focus their attention on one thing—like black pride—then that influences their belief that they can succeed," Carter said.

Minorities Less Prepared

Minority students are sometimes "less well-prepared in elementary and secondary schools for college," said Burns.

Some of the students "never learned to develop good study habits," he said.

When they enter college, he added, "they are asked to do something that they are not prepared to do.

"We have to go out of our way to identify, diagnose and help" students who need

assistance in studying and with "the fundamental processes," he said.

"The cure may be largely in having more money," Burns added, "but even if we had 40 times as much money, that wouldn't guarantee a solution."

Answers Lie With Students

The answer, he said, lies "basically with the student."

"It's his problem," Burns said, "but the faculty and administration can help."

Some campus instructors and staff, however, maintain that the need for skill-building programs is being largely ignored by white university officials.

"The university administration has officially not responded to the problem," according to Affirmative Action coordinator Faustina.

Instead of looking at enrollment figures, they should "start looking at the human elements," Faustina said.

"How many of those students could we have saved?" he asked.

Report Presented

Faustina said he presented his report on the disqualification and probation rate of minorities to the university last semester.

But "I haven't heard anything," concerning committees or studies at SJSU to investigate the problem, which was "never officially recognized," he said.

"The institution is interested in having certain kinds of students here," said Dr. Carlene Young, chairwoman of the Afro-American Studies Department.

"Blacks and minorities," she added, "don't seem to fit into that scheme."

With the urban location of SJSU, Young said, the school's black population should be growing.

Blacks Declining

Instead, a "frightening number" of black students have been lost, she said.

The probability is minimal "of this being due to chance," she said.

Now that the civil rights push of the 1960s is over, she said, "people are no longer interested in trying to deal with the issues of justice and fairness."

"It seems out of vogue," she said.

"Our department has been depleted," Young said and it "no longer has as many people who can provide services."

"The university is not using these students for some kind of political advantage," maintained Dr. Richard Whitlock, dean of undergraduate studies.

"If it's a game, then I'm not sure what the prize is," he said.

Procedural Difficulties

Reyes of EOP said that particularly strong difficulties revolve around "Procedural Problems."

Many of the students are often not familiar with policies concerning adds, drops, disqualifications and progress points, he said.

These things are "critical for students from disadvantaged backgrounds," Reyes said, and have often made major differences in students' academic standings.

EMPLOYMENT OPPORTUNITY

Advertising Salesperson

We have immediate openings for ambitious men and women interested in full or part-time sales work. Experience desirable but not essential.

High school grad., bondable and neat appearance.

Call for Appointment

El Excéntrico Magazine

(408) 292-4273

Along with the emotional adjustments the student must make to the university, said EOP counselor Nanez, they must then face the problem of hearing "take your forms to this office, then to that office, then to that one."

Many of them, she added, can't handle all the unnecessary "regulations and red tape."

The administrative F has "definitely" hurt numbers of students who were unsure of policies concerning adding and dropping classes, according to Henry Lostanau, a counselor at EOP.

The administrative F is given to those students who have not officially dropped a class or have not made up a grade of "incomplete" within one year.

Changes Acknowledged

"We made an effort to notify them about policy changes," he said, but "90 per cent of the students still don't know half of the academic regulations."

Some administrators, however, believe this is not the actual problem for the students.

"There isn't any more red tape under these procedures than under the former," according to Whitlock, dean of undergraduate studies.

"Some of the students we are seeing have been in academic difficulty for several terms," he said.

"It isn't a new happening," he said. Some students do not seem to be learning the remedial subjects after they are disqualified, he said.

Lostanau, however, said many of his students have experienced great difficulty in dropping classes late and in communicating with Whitlock and his office staff.

"He's an old-school, straight disciplinarian" who is "not sensitive to the students' needs," Lostanau said.

Because of this, he added, some students have been forced to accept administrative F's which have seriously affected their records.

Whitlock maintained the "biggest problem" he sees for campus minority students is one of "poor advisement—whether the student is being given poor advice or is not following it properly."

The university simply needs "a hell of a lot more financial support and personnel" for

"programs that attract minority students," according to Dr. David Newman, head of the SJSU counseling services.

Newman said the counseling center has not been given the money "to hire a sufficient number of counselors with ethnic backgrounds."

"I'm convinced that because the (counseling) services do not reflect the ethnic composition of the student body," he said, "that many students are reluctant to utilize them."

The formation of "a learning assistance center, a serious tutorial center and additional volunteer programs" to help students academically is "a crying need," Newman said.

"It's a matter of convincing the California state legislature that this is of high priority," he said.

Reyes of EOP maintained more "skill building programs" are needed here, where students could develop "learning, reasoning and problem-analysis skills."

Students have to be taught how "to apply the knowledge they gain," Reyes said.

"A lab approach to English" for example, he said is a "step in the right direction."

Dean Whitlock of Undergraduate Studies said "remedial" kinds of course work, designed to educate those who are still working on a high school level, could be "in conflict with the mission of the university."

He maintained, however, that SJSU already offers "a number of courses that are available to lend support" to students having problems.

Whitlock cited the critical writing, practical writing and business communications courses as possibilities for students with writing difficulties.

But "I suspect that some of these students are avoiding these courses if they are having trouble," Whitlock added.

SJSU "ought to be able to use state funds to set up programs of special education that go beyond mere remediation," said Academic Vice President Burns.

"With five extra faculty positions" for this purpose, he added, "SJSU could make a dent" in those disqualification figures with reading, writing and math clinics provided for the students.

But because of state policy, he said, the university is "not allowed to use state funds for non-credit activity" like basic remedial

work.

NCounselor Marjorie Craig maintains SJSU offers enough programs for the students but that "a large number of students leave the campus without knowing" about them.

The university must make it "easier for the students to utilize" what already exists, she said.

"For the most part, we are not reaching those students, and they are not moving toward these programs," she said.

Some staff and faculty are trying to tackle the problem.

Some black faculty and staff members, said St. Safford, associated dean of student services, have tried to unite "to show students that we care, that we are here and are not just shinin' them on."

As black professionals, he said, it is sometimes "easy to forget from where we came and how we got over."

The group, he said, is making an effort to be recognized as "resource people" who are available "specifically for black students."

"We want to show students that we care about their problems," Safford said.

Safford said the group is beginning to get other black students, particularly upper division ones, "involved and working with us."

Counselor Margorie Craig said the counseling center "personally contacted 300 black and brown students" by mail to inform them of academic guidance counseling sessions that have been initiated.

The sessions, which are primarily for EOP students who "need to strengthen their learning skills," are held in the Afro-Ameri-

can studies building on Wednesdays and Thursdays from 3:30 to 5:30 p.m.

Craig said she was "gratified" that in the first three weeks of school the counselors saw "60 to 75 of these students" for guidance. She said they expect more.

Craig said the students are instructed in "effective note taking and in exam preparation from both a cognitive and emotional point of view.

Tutoring programs have also begun in the building, Craig added.

Although some of the students had a "less than enthusiastic response" to the tutoring, Craig said she is still optimistic.

"It takes time," she said, for students to accept the extra work involved in the no-credit, time-consuming tutoring work.

"They're thinking, 'This is another group that wants to label me deficient,'" she said.

And these kids "have enough negative labels put on them as it is," she added.

EOP Director Reyes said a new course designed specifically for Chicano students—Introduction to Higher Education, MAGS 50,—has been recently introduced.

The course includes an "introduction to skills-building for entering students," according to Reyes.

GARCIA PRINTING

274 Terraine St.

(408) 292-4273

San Jose, Ca. 95110

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
- formal
- street wear
- lodge

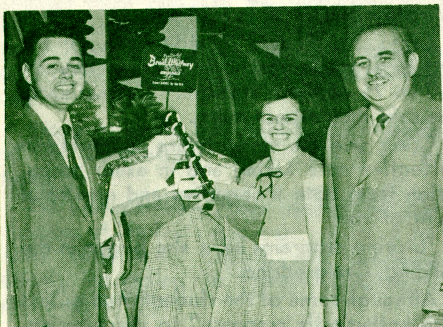
**PRICES to SUIT
ALL BUDGETS**

**Bridemaids from
\$36.00**

**WEDDING
GOWNS**

from \$69.95

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



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

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

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

HOURS: 9:30 a.m. - 5:30 p.m.
Thursday and Friday 'til 9:00 p.m.

TWO STORES TO SERVE YOU

293-3236

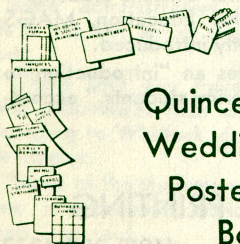
86 S. FIRST ST.

OAKRIDGE MALL

933 Blossom Hill Rd.

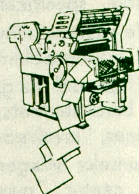
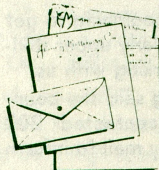
GARCIA PRINTING

PRINTING SERVICES IN
ENGLISH OR SPANISH



Quince Años
Wedding Invitations
Posters

Booklets
Flyers



292 - 4273
274 terraine st

IDA'S TUXEDO RENTAL



Red, White, Black, Grey and Brown
King George Jackets and Pants.
All Colored Shirts. Suspenders and
Accessories included. All White, Black
and Green Windsors. Brown, Blue and
Black Suits. We Rent and Sell
Santa Claus Suits.

Hours: 9-6 P.M.

Mon., Thurs., Fri., 9-9 P.M.

Sat., 8 A.M.-5 P.M.

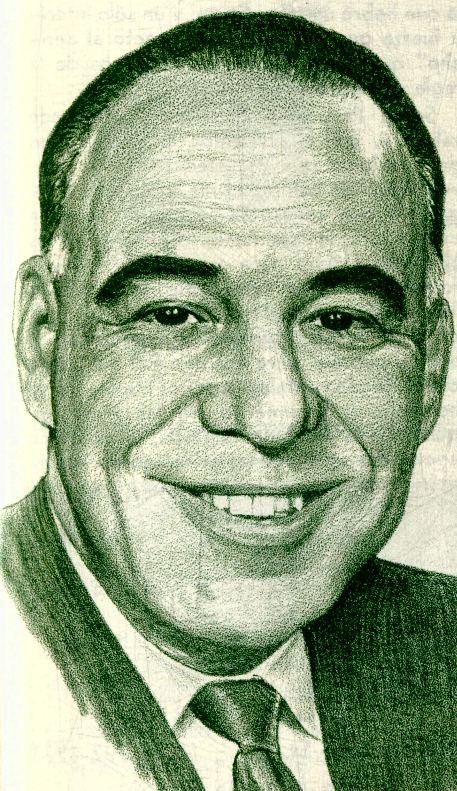
(408) 292-9102

380 So. First St., San Jose

Henry B. Gonzalez

United States Congressman

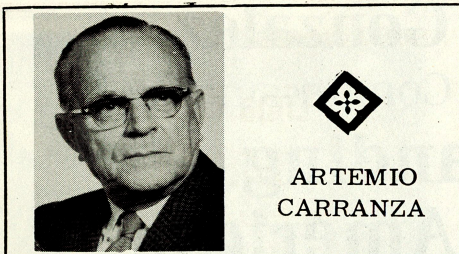
Outstanding Mexican American



The father of eight children, Henry Gonzalez had a number of varied experiences before he entered politics. He taught citizenship and English to Mexican American union members, and mathematics to veterans of the armed services; served briefly as an insurance company public relations counselor; and operated a Spanish-English translation bureau for radio and television clientele. In 1950 Gonzalez turned to politics as a career, and with his election in 1956 to the Texas State Senate achieved the distinction of becoming the first citizen of Mexican descent to be seated in that body in 110 years. After he moved from the state legislature to the United States Congress, Gonzalez continued working for the same goals: better education, water programs, benefits for farm workers, more and better housing, minimum wage, and several more besides. Possibly his most significant legislative accomplishment in Washington was the defeat of the "bracero program," under which American citizens of Mexican descent would have lost farm jobs to workers coming from the other side of our boundary with Mexico.

Reprinted with Permission
Copyright
Educational Consortium of America
P.O. Box 1057
Menlo Park, Calif. 94025

- Born:** May 3, 1916 in San Antonio, Texas
- Education:** Mark Twain Junior High School and Thomas Jefferson High School, San Antonio
San Antonio Junior College
Attended University of Texas, studying engineering
LL.B., St. Mary's University School of Law
LL.D. (Honorary), St. Mary's University (1965)
- Highlights:** San Antonio City Council, two terms
Texas State Senate, 1956-1960
United States Congressman (Democrat), since 1960



ARTEMIO
CARRANZA

PARA CALMAR LA ANSIEDAD DE LOS PUEBLOS DEL MUNDO, SE NECESITA UN FUERTE CAUDILLO INTERNACIONAL Y MEXICO Y SU REVOLUCION SOCIAL UNICA, LO HA PRODUCIDO. LEA

Las condiciones especiales por las que el mundo atraviesa hoy en día, nos van encaminando hacia una imprescindible necesidad: nos urge un mejor medio de comunicación entre los pueblos del mundo, pues si lo tuviéramos habría mejor comprensión y estaríamos mejor preparados para luchar más unidos, en la búsqueda de una mejor forma de vida, en la que todos, conscientemente, realizáramos por fin el sueño dorado tan viejo del cristianismo puro, del que tanto hablaran, los discípulos fieles de Cristo.

Desde aquellos años en que Cristo habló tanto sobre el derecho del Creador y sobre el derecho del prójimo, la humanidad ha luchado por contrariar a Jesús esforzándose por encontrar otra forma de vida, una que superara sus sencillos conceptos sobre la vida material y espiritual del hombre; conceptos de aquel Mesías quien decidió mejor morir en el calvario, antes que retractarse de sus profundas declaraciones; y no sólo eso, sino que nos anticipó también que no podríamos encontrar otra fórmula mejor y además, que si la tratáramos de encontrar, nos envolveríamos en guerras y más guerras, pero que no tendríamos paz nunca.

Más que con sus palabras Cristo demostró con sus hechos, cómo debe vivir el hombre y también nos demostró, cómo debe el hombre morir cuando defiende postulados nobles que nos llevan a mejor vida; y finalmente, después de haber resucitado, para demostrarnos su poder, (y esto quién se atreve a negarlo sin demostrar su atraso como investigador?) nos dijo: así como me véis ascender hacia el infinito así volveré para enseñaros cómo gobernar.

Sabemos por la Historia Sagrada que mil años gobernando Cristo en este mundo después de su Segunda Venida y tal vez, la

Constitución que usará para detalladamente aplicar la justicia en la tierra, tendrá muchos conceptos que ya se encuentran en la que el sufrido pueblo de México dió forma en Querétaro, basándose en la doctrina Juarista y que todo el país ha estado queriendo acabar de comprender, para poderla aplicar, desde 1917. Pero una cosa es cierta y esto es, que un gran líder hace falta para preparar desde ahora y con bastante anticipación, a la humanidad toda, para una futura era de paz permanente, en la que habrá un sólo idioma, y un sólo interés y fuerza que nos una: "El respecto al derecho" que viene siendo fruto directo de la regla de oro bíblica.

Señor Presidente Echeverría, el mundo sabe ya, por el contenido de sus propias declaraciones que es usted capaz de convencernos de cual es el mejor camino a seguir, lo que se espera solamente también es que tome en sus manos la bandera de las Naciones Unidas para así poderlo seguir y formar con usted como líder, la procesión internacional que se transformará en un mundo que sabrá obedecer y resguardar la acción popular, para que sea fiel a los principios fundamentales que nos dejara como herencia el Benemérito de las Américas, quien fuera sin duda también, un moderno apotol del cristianismo, así como un intachable exponente de la democracia para todo el mundo.

Señor Presidente, creame que el mundo apreciará sus esfuerzos

**ARRIBA Y ADELANTE! Y ADELANTE
Y HACIA ARRIBA!
VIVA MEXICO Y SU REVOLUCION
SOCIAL DEL PUEBLO!**

GARCIA PRINTING

274 Terraine St. (408) 292-4273
San Jose, Ca. 95110

APARTAMENTOS DE RENTA

- Unfurnished Apts., \$125 & up
- Studio Apts., \$110 & up
- Rooms, \$75

Sr. Sanchez
Phone (408) 294-2050

AGENCIA DE INHUMACIONES

Lima Family
Santa Clara Mortuary
466 N. WINCHESTER BLVD.
SANTA CLARA
296-2977



Ruth Salazar

Lima Family
Erickson
710 WILLOW STREET
SAN JOSE
295-5160



Marguerita Tranquina

24 - Hour
Telephone Service
SE HABLA ESPAÑOL



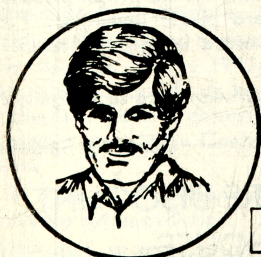
Ruben Rubio & His Combo
with Vocalist "Lydia"

Phone 293-9788

BALCONY LOUNGE

Mixed Drinks and Ice Cold Beer
Dancinug Friday, Saturday & Sunday
Open 7 Days a Week

Your Host Joe Ruiz
1347 E. Julian St.
San José



123 South 3rd St.

DOWNTOWN

JIM'S *Hairstyling*

By Appointment

293-2747

San Jose

"Long Hair Our Specialty"

- Men & Women Blower Cuts
- Body Waving
- We Use Jhirmack Products

Jhirmack



"Mano a Mano Gringo Chicano"

El Sr. Rudy Tenes, persona ampliamente conocida en San José desde hace varios años y dedicado al negocio de joyería. (Actualmente en ESMERALDA JEWELERS establecida en número 3511 de El Camino Real en el "Lawrence Square Shopping Center" de Santa Clara, Ca.) Se ha dedicado a escribir un libro que piensa publicar próximamente.

Tuve la oportunidad de platicar con el Sr. Tenes sobre su próximo libro, me dijo que le gustaría saber mi opinión y me facilitó una copia del original. El título es "MANO a MANO GRINGO CHICANO".

Empecé a leer el libro y lo encontré tan interesante que todo el tiempo que me dejaban libres mis ocupaciones lo dediqué a leer la obra hasta que la terminé. Se trata, según mi corta preparación literaria, de una tragicomedia, es decir, dentro de lo trágico esta lo cómico; es un libro ligero por su contenido y su volumen, es fácil de leer y tiene continuidad en los capítulos. Sus personajes son chuscos a cual más; el lenguaje de los protagonistas es Español champurrado con Inglés, caló y modismos locales; los lugares donde se desarrolla la trama son San José, San Francisco, Tijuana, Guadalajara y la Ciudad de México. En el tema se relatan las aventuras de jóvenes del East Side, que tratan de hacerse ricos en el negocio de contrabando de drogas, logrando como único resultado un rotundo y cómico fracaso. Después de su fracaso como contrabandistas, dos de los protagonistas sueñan con la riqueza que alcanzarían dedicándose al arte de la tauromaquia; Becerra como apoderado y el gringo Walter como matador de toros.

Cathy la novia del gringo, le propina un solemne bofetón, cuando este trata de

abusar de la chamaca en un paseo por Alum Rock; enchándole en cara al pobre Walter que es un don nadie. Herido en lo más profundo de su amor propio decide hacerse torero. Y se lanza a la aventura con su amigo Becerra.

Las peripecias del "Manager" Becerra y del novillero gringo son de un gran comicidad, salpicadas de dramatismo, pero termina la trama en un feliz desenlace.

En una carta le doy mi opinión al Sr. Rudy Tenes y dice así:

Sr. Rudy Tenes
3511 El Camino Real
Santa Clara, Ca.

Muy estimado amigo:

Con gran interés he leído su obra que lleva por título: "MANO A MANO GRINGO CHICANO".

Nunca antes había tenido de oportunidad de leer una tragicomedia tan amena y con el colorido localista que ha puesto Ud. en su obra.

"MANO A MANO GRINGO CHICANO", ENCIERRA EN SUS PAGINAS LA VIDA REAL DE UNO DE LOS BARRIOS DE SAN JOSE.

Sus personajes viven una trama de esperanzas y grandezas: ilusiones y engaños; fantasías y realidades . . . y fracasos más que triunfos. Pero dentro de ésta trama hay comedia y hay tragedia, hay miedo y hay valor.

"MANO A MANO GRINGO CHICANO", es en mi opinión, un libro con ambiente local, de actualidad, con las ambiciones de la juventud y de gran impacto al desenfrenado afán de riqueza sin esfuerzo.

Lleva al mensaje a la juventud de la época y tiene por escenario un barrio que existe en realidad. Sus personajes usan un vocabulario champurrado, mezclando, el caló con el Español y el Inglés.

Su libro Sr. Tenes, me ha proporcionado horas de verdadero placer leyendolo. Por lo cual le doy a usted las gracias cordialmente.

Le desea un muy buen éxito su amigo que lo estima.

Daniel G. Saldaña

FURNITURE DISCOUNT HOUSE

82 E. Santa Clara (408) 297-9486
San Jose, Ca. 95113



*Daniel
Saldaña*

UNA DAMA EJEMPLAR Galeria De Luchadores



La señora Lina Manriquez de Gomez es una de las personas más conocidas y estimadas en San José, Ca.

Nació en Los Angeles, Ca. Hizo sus estudios de primaria en Santa Bárbara, Ca. Su High School en San José y además se especializó en contabilidad.

En 1935 se casó con el Sr. Manriquez; el matrimonio tuvo tres hijos y una hija; el mayor, Gilberto, es supervisor en una importante empresa. Su hija la Sra. Gloria Bautista es Secretaria Bilingue. Jorge y Jaime son hermanos gemelos, Jorge estudia Administración de Negocios en la Universidad de San Diego, Ca. y es gran figura nacional en el deporte de carreras a pie. Jaime esta estudiando Arquitectura.

Lina trabajo como contadora en una empresa local en 1941 y 1942, pero ella tenía más ambición que la de ser solamente una empleada y tomó a determinación de abrir su propio negocio de Contabilidad y Bienes Raíces.

En 1966 el Sr. Manriquez murió en un accidente automovilístico.

Lina dejó su negocio de Contabilidad y Bienes Raíces en 1969 para pedicarse a la Agencia Funeraria Dowdle & Manriquez

Mortuary que se encuentra en el número 1066 al Sur de la Calle Segunda en San José, Ca.

En 1969 la Sra. Lina se caso con el Sr. Richard Gomez que es Director de Funerales, persona muy estimada y prominente miembro de Los Amigos Lions Club, es tercer Vice-presidente.

La Sra. Lina Manriquez de Gomez pertenece a gran número de organizaciones y siempre ha trabajado por el mejoramiento de la comunidad; enumerar los servicios que ha prestado sería interminable. Sostiene un programa de becas para ayuda a estudiantes pobres. Es Directora Secretaria del Comité Ejecutivo de "Management and Community Studies Institute MACSI." Es miembro de la Mesa de Consejeros de "California Federal Savings, First Pueblo Branch." También es miembro de la Mesa de Consejeros del Banco de San José y pertenece al Comité Ejecutivo de "United Way."

Lina es la mayor de una familia con once hijos, su padre fue contratista de construcción y tuvo sus apuros para sostener a su familia tan numerosa; siendo Lina la mayor se dió cuenta de los problemas por los que atraviesa una familia con desos de prosperar, pero sin contar con el dinero suficiente para adquirir una sólida preparación. A eso, creo yo, es que se debe su gran entusiasmo y esfuerzo para ayudar a estudiantes pobres y por eso tambien toma parte en todas las organizaciones de servicio social.

La Sra. Lina Manriquez de Gomez tiene una gran calidad humana, su actuación cívica, patriótica y social afirman la grandeza de sus sentimientos y de su gran corazón.

Ya para cerrar mi entrevista le pregunté a la distinguida dama si me quería dar un consejo para la juventud y me contestó: Sr. Saldaña, yo quisiera decir a la juventud, que si las luchas que libraron nuestros padres y las que hemos tenido que librar nosotros han sido duras; las que tengan que afrontar las nuevas generaciones serán mayores y aquellos que no se preparen por medio del estudio, serán los que sufran más duramente las consecuencias de su falta de preparación.

Terminada mi entrevista, salí de su oficina, me despedí de Lina y de Richard, conservando con migo un grato recuerdo; pensando que mundo sería mejor si hubiera muchos personas nobles, francas, sencillas y filantrópicas de gran corazón como el de la señora Lina Manriquez de Gomez.

Some time back, CHICANOS OF SANTA CLARA COUNTY gave honors to FRANK CORONADO and several other CHICANOS in a Recognition Dinner held at the Holiday Inn in San Jose. Present at that special event was MARIO G. OBLEDO, Secretary Health & Welfare Agency for the state of California. Guest of Honor was FRANK CORONADO, recent appointee by MR. OBLEDO as his Assistant to the Secretary of Health & Welfare Agency. In the picture, top left corner is Señor CORONADO and familia. "Unidos es como progresaremos."

JOB OPPORTUNITY FASHION WIGS is looking for a Spanish-English speaking Wig Stylist for part time work; call ROSA at 923-1166 or 275-9747 for particulars.

GRAN BAILE ANUAL DE "LOS AMIGOS LIONS CLUB" DE SAN JOSE, CA.

Noviembre 22 de 1975
de 8:00 P.M. a 1:30 A.M.
En el Bold Knight de 768 N. Mathilda Ave.
Sunnyvale, Ca.

GUIARRAS DE CALIFORNIA
by PABLO CUIEL
"TONTA" (bolero)
Exito 1973

Tonta, como te pones a dudar,
como te pones a pensar,
que no te quiero.

Tonta, si cuando estas lejos de mi,
es tan inmenso mi sufrir,
que casi muero.

Eres, eres mi luna, eres mi sol,
eres mi única ilusión
la razon de mi existir.

Nunca, he dejado de adorarte,
ni he pensado abandonarte,
y porque dudas de mi? (se repite).
Fin.

GUITAR TRIO—(Pablo, Samuel y Jorge)
Alive, well and singing—629-0384

Musica por Carlos Castillo y su Tropicana
Donacion: \$5.00 por persona
Los boletos se pueden conseguir con los
miembros del club o al telefono 296-1344



**Welcome to RB Furniture
in San Jose**
for the furniture you want
at prices you can afford

At no extra charge we are pleased to provide:

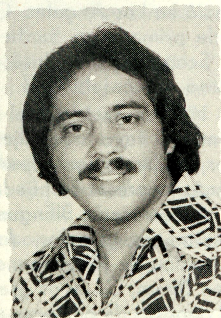
- Decorating service in the store or in your home by Mr. Ruben Ramirez.
- Free Delivery and Set-up in your home.
- The famous 5-year RB Warranty of Quality.



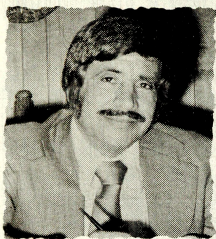
**RB Furniture has everything in furniture,
accessories, bedding and carpeting.**

Servicios en Español
259-0320

2155 Tully Road - San Jose, Calif.



El Caballero
Ruben Ramirez



By **LUIS JUAREZ**

OPINION

Mexico A Social Leader In Latin American Eyes

by **LUIS G. JUAREZ**

I have a quick care for any of our U.S. people of Mexican descent that suffer an inferiority complex. Take a trip to Latin-America and feel like a giant.

Few of our Chicanos realize the prestige Mexico has in Latin America and other parts of the world. Latin American countries look to Mexico as a leader socially, economically and politically.

I just returned from a tour of Guatemala and Honduras where I had occasion to sense the admiration Central Americans have for the Republic of Mexico and its people.

Mexico, through its music, movie industry, international policies, social and economic advancement has established an image to which most Latin American countries can relate.

Large numbers of Latin American students attend Mexican universities. Mexican technicians are invited to assist in the Latin countries development problems. Mexican money is being invested in Latin American industrial development.

Mexican movies and music prevail in those countries. Mexican manufactured goods fill the store shelves; newspapers carry numerous news of Mexico's role in international politics.

These feelings Latin American countries have for Mexico is not new to me. I was aware of this 16 years ago when I served as public health consultant to the United Nations in Latin America.

As I traveled throughout Central and South America, people told me your key to enter our hearts, homes, and country is that you are Mexican. People could not see me as a North American (USA). I guess they think we are all blue-eyed blonds here.

When you have spent all your life as a member of an ethnic minority group that society labels as "backward, disadvantaged, unemployed, uneducated, unhealthy, lazy, etc.," it is a good feeling to be admired as belonging to a people that are prosperous, with the meaning of all these adjectives reversed.

I see the image of the Chicano improving constantly in this country. The Chicano is emerging with its own culture, advancing socially and economically. In the not too distant future, the social problems we face today will be history.

But, for today if there is an opportunity, it is certainly worth the effort to visit our Latin American brothers. We can learn a lot about ourselves.

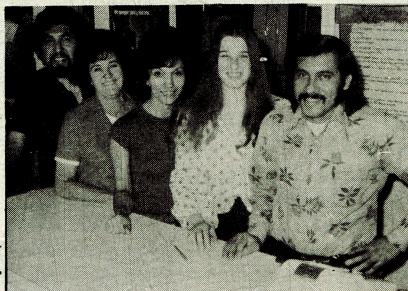
FURNITURE DISCOUNT HOUSE

82 E. Santa Clara (408) 297-9486

San Jose, Ca. 95113

ONE HOUR MARTINIZING

"We Clean Everything but Fish"



L-R: Michael, Irene, Rose,
Cindy and Santiago

COUPON

\$1.00 off on any \$3.00 or more
DRY CLEANING ORDER

251-7310

3086 Story Road

Mt. Pleasant Shopping Center

CRITICA SOCIAL

por
Rudy
Belloumini



"Nada es tan contagioso como el ejemplo, y nunca hacemos grandes bienes ni grandes males que no produzcan otros semejantes."

— La Rochefoucauld. Nothing is as contagious as an example, and we never create great works or bad ones that do not produce other similarities.



Introducing a fine and charming lady, Mrs. MARY SAIZ, co-boss of J. S. WILLIAMS REALTY CO., who is pictured here with her beautiful familia and her man, Señor CHARLIE SAIZ. Mrs. SAIZ underwent a very dangerous and delicate operation and is now home recuperating from the ordeal. Those of you who are good friends and didn't know of her close brush with death might like to call her up at her home, 258-7028 or 259-6759. MARIA was born in Alco, Nevada, raised in Santa Ana, Calif., and has lived in San Jo since 1953. CHARLIE, su control de huesos, was born in Bridgeport, Texas, raised in Menard y Del Rio, Texas. They both originated to S.J. from Imperial Valley area, El Centro, Calif. y creo que allí se romancia-don, got married and had their kids in San Jose. In the smiling pose, vemos sus hijos, DIANA, who recently got married, CARLOS

y MANUEL. La muy distinguida Señora MARIA SAIZ is very active in several organizations such as the prestigious EAST VALLEY REAL ESTATE BROKERS ASSN., board member and secretary of the San Jose MEXICAN AMERICAN CHAMBER OF COMMERCE and president of COMUNIDAD GUADALUPANA de SAN JUAN VIANNEY CHURCH. Her charming personality and sincere wish to serve mankind in an honest and respectful politeness has endowed her with fame in the real estate industry. In other words, before you buy a home, you might want to seek her advice and consultation. "No olvidemos que la sencillez es el carácter de la verdad, y que poco fía de sus descubrimientos quien no se atreve a presentarlos a la luz del día."—Balmes.



Presenting members of DON JOSE VETERANS MEMORIAL POST No. 9752 and LADIES AUXILIARY, this very active veterans and their wives meet once a month to find ways of helping people in need of relief, especially the forgotten veterans in hospitals or other institutions. They support the NATIONAL HOME V.F.W., home for children and orphans of war veterans; once a month, they visit and entertain disabled veterans at the VETERAN HOSPITAL, help make life more meaningful to the aged in rest homes, help raise funds by selling poppys on Veteran's Day, etc. En la foto from l-r are: ALMA MARIDA, ROSALINDA GARCIA, Jr., Vice Pres.; MARYLOW WASSERMAN, Sec.; LUCY ATONDO, Trustee; distinguida President EMILY J. ROSAS, Sr. Vice Pres. DOLORES RAMIREZ, Treasurer DORIS JENSEN, MARY OLGUIN and REYES HERMANDEZ. Back row from l-r are el Comandante MARIO GARCIA, Jr. Vice JERRY WASSERMAN, Senior Vice FRANK A. WASSERMAN, J. C. VILLAREAL, Treasurer PAUL RAMIREZ and CICLE ATONDO. "Aquel que hace bien a alguno, le ama más de lo que él es amado."—Aristóteles.



PACIFIC TELEPHONE



An Equal Opportunity
Employer

LOS MEREQUETENGUES

RESTAURANTE



Comida Para Llevar
Cerveza Importada
y del País.

Todo Clases de
Comida Mexicana

Natalio y Carmen, Props. 293-2124

172 W. Santa Clara St., San Jose

TEATRO STUDIO

80 So. 1st at San Salvador
292-5811-Abierto 12 A.M.

NOW SHOWING

CURRENTLY
SHOWING THROUGH
NOVEMBER 11, 1975

GONE IN SIXTY SECONDS

EMPERIOR OF THE
NORTH

TWO LANE BLACK
TOP

Kiddie Show Every Sat., Sun., 12-3 P.M.
Restaurant in Lobby
Adultos 12-5 P.M., 85c
Eve.-Sat.-Sun., \$1
Ninos—50c



El Tropical Club

EL CONJUNTO
LA UNION TEJANA

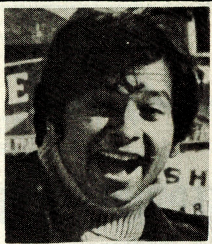
Todos los Viernes, Sab. y Domingos

DANNY RAMOS, Prop. 293-9731 1620 Almaden Rd

**EDUCATION
IS OUR
FREEDOM**

**AT
THE
MOVIES**

★
TONY SAENZ



Three Days of the Condor

Spy Melodrama - Panavision, Paramount Pictures Release, produced by Stanley Schneider. Stars Robert Redford, Faye Dunaway, Cliff Robertson and Max Von Sydow. Directed by Sydney Pollack. Screenplay, Lorenzo Semplis, Jr., from the novel, "Six Days of the Condor," by James Grady. Camera, Owen Roizman; Music, Dave Grusin. MPAA Rating: R; running time, 120 minutes.

Sydney Pollack's new film is nothing less than one of the most intelligent films to come out of the Hollywood dream factory in many a year. The film deals with a common man caught in a very un-common situation. Robert Redford is Condor, the man caught in the situation. He plays a researcher or reader for the C.I.A. His job is just to read, and that is exactly what he does. He reads everything printed in the U.S. and I mean everything, newspapers, magazines, comic-books, novels, everything. Of course he doesn't do this alone, he works with a team of people just like himself. They do all of this in the heart of the financial district of New York, under the front of a publishing house.

One day, Robert Redford, goes out to lunch, to pick up sandwiches for the rest of his crew. When he returns he finds his entire group massacred. But why?, remarks Redford, "We're not the bad guys?"

Things become more complicated when he calls the C.I.A. to figure out what to do. He waits for the usual contact. And when it goes to the point of pick-up they try to bump Condor off. Why?, you ask. That's exactly what Redford would like to know! And that's what the rest of the film is about, those three days in the Condor's life. And what he uncovers before that time is up, I guarantee make for some of the most exciting minutes of cinema history.

The film, as I mentioned earlier, was directed by Sydney Pollack. His past works include, "They Shoot Horses . . .," "The Way

We Were," "Jeremiah Johnson" and "The Yakuza" (reviewed in April issue of EL EX-CENTRICO). He is far from a newcomer to the film scene. His work has tremendous artistic control about it. As his past work, there is a strong visual style with strong key scenes alternated with fast clip chases and action scenes. His pace never fails to hold your attention. From the moment the film starts to the end, it just simply goes, like a bat out of &?!;X!!)!

All of the performers, Redford, Dunaway and Robertson turn in more than credible performances. But it's Max Von Sydow that really steals the scenes.

The film itself is a rarity, one of the most exciting pieces of film made. It ranks with the best of political and spy melodramas like "Seven Days in May," "Z," "Fail Safe." I would like to tell you more, but that would only ruin it for you.

If intelligent and well made political thrillers are your bag, are you in for a full bag of Dick Tracy Dandys.

Now playing at the Fox Town & Country Theater in San Jose.

Currently Playing and Recommended

"Jaws" — Starring Roy Schneider, Robert Shaw and Richard Dreyfuss. Directed by Steven Spielberg. A Universal Picture; now playing at the Century 24.

"Hard Times" — Starring Charles Bronson, James Coburn. Directed by Walter Hill. A Columbia Picture; now playing at Prune-yard Cinemas, Campbell.

"Hiding Place" — Starring Julie Harris. A World Wide Picture; now playing at Plaza I, Campbell.

Delcie's
GRANDE FERIA
Callefueras

Open Five Days a Week
Se Habla Español
Thursday, Friday and Saturday
Phone 293-4117
883 Delmas St., San Jose

Pink Elephant Mkt

2 TIENDAS para SERVIRLE A USTED

**Con Una Linea Completa de
PRODUCTOS MEXICANOS**



No. 1 PINK ELEPHANT MKT.
400 S. King Road



No. 2 Hyde Park-Pink Elephant
1098 N. First Street

**Personalized Service
Food Stamps Accepted**

**HOT TORTILLAS
Every Hour**

BEER & WINE



No. 1 PINK ELEPHANT MKT.
400 S. King Road

272-2446

No. 2 Hyde Park-Pink Elephant

1098 N. First Street

275 - 1480 275 - 1485

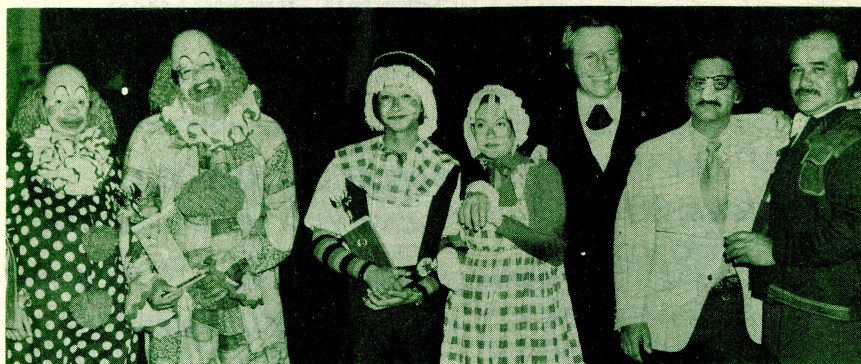


El Fotografo de las ESTRELLAS

RICHARD DIAZ
292 - 3294



Ernie and Grace Hernandez, owners of La Plazita Restaurant in deep conversation with Imperial Valley California vice President Ralph Rodriguez.



Imperial Valley California Club had a very successful Halloween Dance on October 25th at Fiesta Latina Hall. Left to right; Funniest Costume trophy was won by Johnny and Silvia Dominguez. Paul and Linda Nones for Most Original. A special thank to the many, people who contributed toward the success of the dance including Kenny and Gilbert in photo.



L-r, Angie Barnes, Sleepy Head, Arabs Marc Garcia and Helen Zamora

(flown in from Saudi Arabia) and Fiesta Patrias Queen Maria Zamora.

DIRECTORY and CLASSIFIED SERVICES AQUI ENCUENTRA LO QUE BUSCA

Endorsed by the SAN JOSE MEXICAN
AMERICAN CHAMBER of COMMERCE

ANIMALITOS y PAJARITOS PARA NIÑOS

ANDY'S PET SHOP
1280 The Alameda 297-0840

ARTICULOS RELIGIOSOS

BOTANICA TACAUI
966 E. Santa Clara St. 287-6949

SANTA BARBARA CANDLE SHOP
791 So. 1st St. 295-2505

AUTOS (Reparacion) REPAIRS

BLANQUITA AUTO BODY
2003 Alum Rock Ave. 923-5660

BAILES - DANCES

AMBER ROOM
448 W. Santa Clara St. 292-0869

BARBERIAS - BARBER SHOPS

LA ELEGANCIA—Johnny Torres
1183 E. Santa Clara St. 293-3486

CASAS FUNEBRES - FUNERAL HOMES

DOWDLE & MANRIQUEZ MORTUARY
Lena Manriquez de Gomez
1066 So. 2nd St. 293-3747

LIMA FAMILY - ERICKSON
Cathedral and Memorial Chapel
710 Willow St. 295-5160

DISCOS DE MUSICA - MUSIC RECORDS

MUSICA LATINA
85 So. 2nd Street 289-9920

IMMIGRACION (Income Tax)

AURORA D. MARTINEZ
80 So. First Street 297-6166

JOYERIAS - JEWELRY STORES

ESMERALDA JEWELERS
3511 El Camino Real
Lawrence Square Shopping Center
Santa Clara, Ca. 247-8318

LO MONACOS JEWELERS
2904 Alum Rock Ave. 251-4100

MUEBLERIA - FURNITURE STORE

DELIA'S FURNITURE MFG.
750 W. San Carlos St.
LLame 294-7366 o 292-5208

PANADERIA - BAKERY SHOP

CASA VICKY MEXICAN PASTERIES
35 So. Market Street
Victoria Fields 275-9586

LA ESPERANZA PANADERIA
301 So. First St. 288-6789
Benavides e Hijos

PANADERIA LA SONORENSE
Augustine Robles, Prop.
163 Willow St. 286-3767

PELUCAS - WIGS

FASHION WIGS
1132 So. King Rd. 923-1166
43. E. Santa Clara St. 275-9747

PROGRAMAS DE RADIO

LALO CABALLERO, RADIO KOFY
Diariamente 12 Media Dia-1 P.M.
Sabados de 1 a 2 P.M. 293-6700

PROPOCIONAR SERVICIO DE CANTINA

PAT & LARRY'S BARTENDING
SERVICE — Private Parties and
Weddings 265-7599
"Let us help you with your arrangements"

RESTAURANTES - RESTAURANTS

ACAPULCO RESTAURANT
233 - K So. White Rd. 259 - 9933

ALMA'S TEXAS CAFE
79 Post St., Alma Vara 998-9355

CAPRI INN
855 N. 13th St.reet 295-4150

DALE & REYES CAFE
1614 E. Santa Clara St. 923-9962

EL PARAISO RESTAURANTE
43 Post St. 294-2010

JANITIZIO RESTAURANTE
311 N. 1st St. 297-9755
Clara L. Moreno

MEXICAL DELI
2040 McKee 259-1221

NUEVO MICHOACAN RESTAURANT
131 W. Santa Clara St. 293-3663

SALA DE BELLEZA - BEAUTY SALONS

DUMAS WIG & SUPPLY CO.
14127 Story & White Rds. 923-9932

HAIR CARE BEAUTY SALON
1053So. White Rd. 258-4103

JEN'S BEAUTY HACIENDA
654 E. Julian St. 292-7484

JENNIE'S HAIR FASHIONS
680 Wilow St. 293-1897

SIMON'S UNISEX SALON
OF BEAUTY 295-5391
1210 E. Santa Clara St.

SALON PARA FIESTAS - HALL FOR RENT

BLOCKER HALL - Para Bailes,
Recepciones, Parties, etc.
1246 E. Santa Clara St.
Para Reservaciones 279-3773 o 251-8262

SASTRERIA - TAILOR SHOP

GONZALEZ CUSTOM TAILOR &
DRESSMAKING "Alteraciones para
Hombres y Mujeres
87 So. First St.

JOE'S TAILORING
Jose Castellanos 298-2474
35 E. Santa Clara St.

TAPICERIAS - UPHOLSTERY

IMPERIAL UPHOLSTERY
1600 E. Santa Clara St. 258-7752

TAMALES TO GO

TAMALE FACTORY
1054 Story Rd. 279-1489
Fry's Shopping Ctr. Bill & Lydia

TAVERNAS - TAVERNS

EL PASO BAR
606 So. First St. 998-9252

LUPITA'S
600 So. First St. 295-9719

TIENDAS DE ABARROTES - FOOD STORES

CHAPARRAL SUPER MARKET
1001 E. Santa Clara St. 998-8028
Dept. de Carneria 998-2107

FOOD BOWL MARKET
33rd and McKee Rds.

VESTIDOS - DRESSES

"LA MANTILLA" BRIDAL BOUTIQUE
& FLOWERS - Se Habla Español
2435 Winchester Blvd.
Campbell, Calif. 374-6601

MARGLADS BRIDAL SALON
1202 The Alameda St. 294-0755

SERVICIO DE "INCOME TAX"

TRAMITES DE EMIGRACION
AURORA y JOSE MARTINEZ

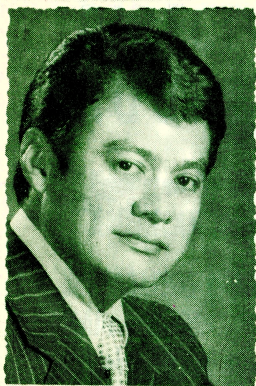
2 Lugares:

- 80 S. 1st St., 297-6166 y 297-4976
- 1161 S. King Rd., 259-4224 (en el
Newberry's Shopping Ctr.) East S.J.

GARCIA PRINTING

274 Terraine St. (408) 292-4273
San Jose, Ca. 95110

Hank Coca



President



¡FIJESE! Por esto es que Hank Coca's FURNITURE DISCOUNT HOUSE vende más y sigue adelante y ahora mejor que nunca. Nada mas pregunte a Mr. Lo Compro —Lo Compro Hugo Karman.



HANK COCA'S FURNITURE DISCOUNT HOUSE

**Phone (408) 297-9486
(Corner of Third)**

**82 E. Santa Clara St.
Downtown San José**