

El Excentrico

29th Year, No. 14/October 20, 1977



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A Profile



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Richard Diaz



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Silvia Aldana was chosen Queen of Alviso's 16th of September celebration. El Excéntrico wishes her a happy reign over the City of Alviso this year.



Congratulations to Mr. Jose Reynoso and Isabel Valdivia. The couple recently announced their engagement. The happy couple are from Sacramento and Isabel is the daughter of Arnulfo Valdivia, "Mr. Empresa de Los Grandes Espectaculos."



Francisco Suarez of Semana News in Sacramento was photographed with the popular singer, Chelo, who is promoting her latest

hit "Mejor Me Voy". The photograph was taken at the Sacramento Community Center.

El Excéntrico

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Founder 1949 to 1974

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28th Year, No. 14/October 20, 1977

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Opinión



LUIS JUAREZ



President Carter recently held a meeting with the black leadership of the nation. Black leaders are dissatisfied with the President's efforts to curb unemployment, particularly among black youths. They also contend that the President has failed to keep his promise to appoint more blacks to high level official positions.

At the same time, Hispanic leaders have been trying to draw the President's attention to their needs. They feel that the President's attention has been primarily towards the black population.

The Hispanics say that the Carter administration has shifted a number of federal grants to black urban areas and that most of the important appointments have gone to blacks.

If Carter's attention to the black population is partly based on paying back for their political support, then the same should hold true for the Hispanic population who gave practically all its support to the Carter's election.

My theory for the lack of at-

tention to the Hispanic population is that the President is unfamiliar with the Hispanics, especially those of Mexican ancestry, who reside primarily in Southwest United States.

Some time ago, I had a talk with a lawyer friend of mine who now works for a major television network in New York.

He told me that in Manhattan, there is an area of a few square blocks where the largest and most powerful news media administration offices are housed. These are NBC, CBS, Time, Inc., New York Times and others. In these offices, the decisions are made for news coverage, TV and radio series and educational programs. These are programs that influence most of the nation's thinking.

My friend told me that most of the executives who make these decisions live in the suburbs and commute by train to and from work every day.

In their daily commute, they pass through the black ghettos of New York. They see the problems of the blacks and this influences their thinking when it comes to the topics their networks select for their programs.

This accounts, he says, for the increasing number of TV programs where blacks are given better coverage and roles. The Latin population which is primarily in the Southwest and which they do not see—it's a matter of out of sight, out of mind.

There's a big difference between free speech and cheap talk.

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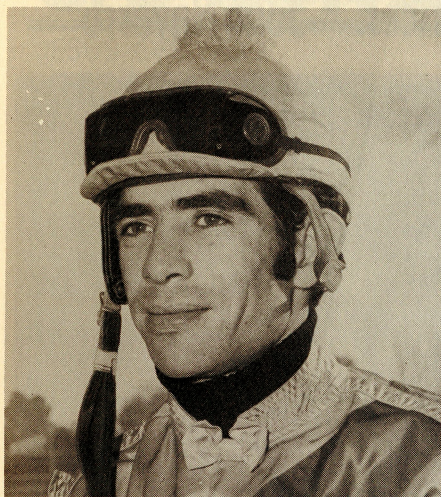
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"TONY" DIAZ FOUND HOME AT BAY MEADOWS

Jockey Antonio L. "Tony" Diaz, a 28-year-old native of Silao Guanguato, Mexico, has parlayed a tragic fire in his native land to an outstanding riding career in the United States, particularly at Bay Meadows.

Tony came to Bay Meadows in the fall of 1971, following a fire that destroyed the Aqua Caliente Race Track in Tijuana. He finished third in the jockey standings at the San Mateo course that year and then started a winning streak that has some racing fans calling he popular peninsula track, "Tony Meadows."

The hard riding youngster won the jockey championship at the Meadows in 1972 and came back to repeat in 1973.

He was limited to just a few local appearances in 1974, due to a commitment he had made to ride in Southern California, but he made it four out of five by again topping the Meadows' standings in 1975 and 1976. He

is "Off and running" in '77, as he seeks his fifth title in the past six years.

Tony jumped off to an early lead during the 20-day Tanforan portion of the 79 day season, but saw it diminish somewhat when sidelined due to injuries received in a spill during the running of a race.

Diaz also won riding championships at Golden Gate Fields and he always manages to more than hold his own when trying the likes of Shoemaker, Pincay, Hawley and McHargue at Santa Anita and Hollywood Park.

Tony makes his home in Foster City, a furlong or two away from the entrance to the track's barn area. He and his wife, Martha, have two daughters, Elizabeth, 6, and Sandra, 4.

Tony Diaz likes Bay Meadows and Bay Meadows likes him. He is one of the track's most valuable assets.



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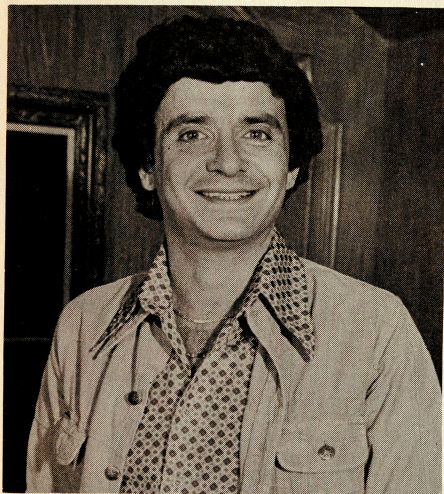
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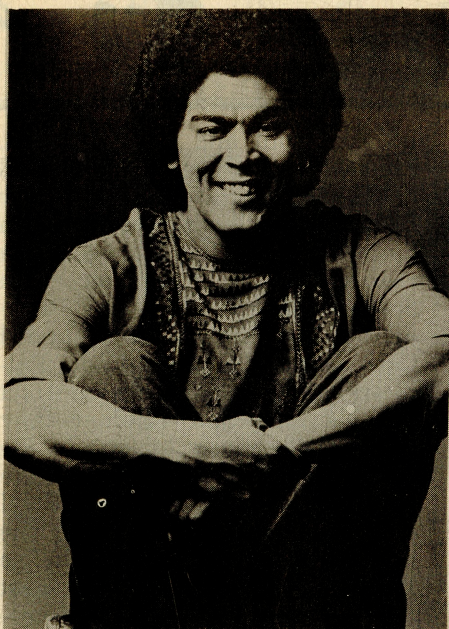
EL COCO LOCO
HARVEY AVERNE

Coco Records is probably the fastest growing Latin recording company in the United States. The man behind the rise of Coco is the former Fania vibes player, Harvey Averde. Averde, an accomplished musician in his own right, was born in Brooklyn, New York. As a child he studied violin and accordion. But his name in music was to be made in Latin music playing with the heavy of the heavies. His Latin stints took him with Tito Rodriguez & Puente, Joe Cuba, Louie Ramirez and the maestro himself, Johnny Pacheco. In 1967, after being out of the Latin music business for five years, Averde returned as Vice President in charge of promotion with the new Fania Records Label. In 1968 he started experimenting with a new style of Latin Soul. This led to his first LP Viva Soul (Atlantic Records) was released and the hit My Dream was heard

on both soul and Latin stations. His next two albums were released on Fania Records (Brotherhood & Dozen) they both created Latin Soul hits. Coco Records became a reality in 1972 together with Scepter Records form Vice President (Sam Goff) Averde founded Coco Records. In 1973 Eddie Palmieri signed a long term contract with Averde and together they made Latin music history in the recording and release of the heights in Salsa called THE SUN OF LATIN MUSIC, now the ultimate recording of Salsa, The Palmieri album swept the first Latin Grammy in 1975. The second coup Averde pulled was the signing of Puerto Rican star singer Danny Rivera, to the Graffiti Label. Rivera along with Eydie Gorme have the hottest album in the Latin Pop music field (Muy Amigos). Harvey Averde has created a company which has taken great strides in the Latin music field in just the last few years, with the continued production of the top stars in their lineup, the Coco family is growing at a fantastic rate.

DANNY RIVERA & EYDIE GORME Graffiti

When I received the new Eydie Gorme, Danny Rivera album my first impression was that of, "Another Latin Pop album." I have been one person who has not been overly impressed with past Latin pop recordings. Eydie Gorme had always been a good singer, the strong point was that this time she was with Danny Rivera. I placed the record on the platter and started to go to the kitchen when



DANNY RIVERA

the music hit my brain. I stopped, turned around and thought "Ooh was a mistake I have made." I found myself totally engulfed with the voices of the two Latin singers. Never have I reacted to a Latin Pop album in such a manner. To pick the albums hit it must be Para Decir Adios. Danny Rivera's vocals are at it's greatest and Eydie Gorme comes off as a great singer, one that I now see how I never really LISTENED to her previous releases. The orchestra is conducted and arranged by Don Costa, and the beauty of the music is second to none. Other excellent songs on this album are Paloma Azul, Uno de Los Dos and Muy Amigos. Muy Amigos-Close Friends a album that has changed directions in pop music. A great Latin recording. Anyone who wants a complete Latin music library will have to catch this album, it caught me.

(Four and one-half chiles).

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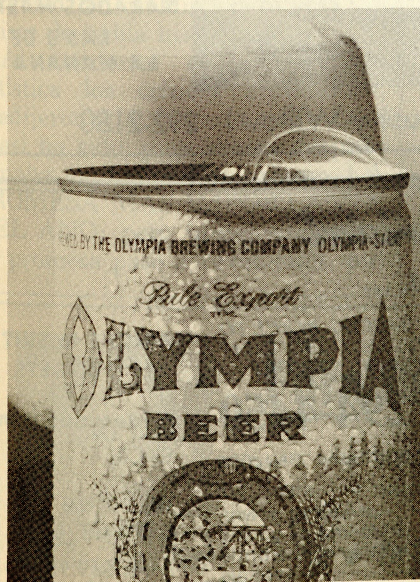
Salsa Con Arroz



To have and to hold from this day forward . . .

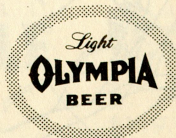
Jesus Orosco and Alicia Ribeiro were wed on September 10, 1977, in Reno, Nevada. Alicia hails from Buenos Aires, Argentina and has been in the United States for 15 years. She is currently employed by Pacific Telephone and hopes to attend San José University next year. Jesus (El Excentrico's own Salsa D.J.) was born in Oakland, California. An original "Oak-Mex," he is a graduate in political science at San José State University and has his own show Saturday mornings with radio station KKUP . . .

El Excentrico wishes the Oroscos' many happy years together . . .



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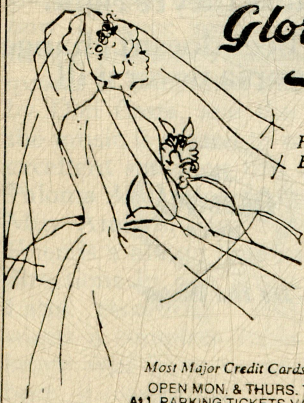
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Miguel Gallardo

Cuando a mediados del año 76 comenzamos a escuchar en las radios difusoras a MIGUEL GALLARDO todos pensamos que seria uno de tantos, pero la realidad es que ha sabido colocarse en unos de los primeros lugares en el gusto del público de todos los paises de habla hispana.

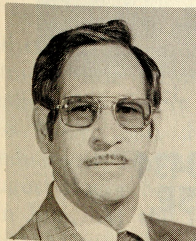
Al comienzo de su carrera artística los críticos entendidos, predijeron que llegaría muy alto, y así ha sido, pues meses después ganaba en España el premio LA PROMESA MAS IMPORTANTE DEL AÑO; pero inmediatamente de promesa paso a revelación, por

los éxitos cosechados que le hicieron ganadordel GLOBO DE ORO 1976, en Los Angeles, California.

Miguel Gallardo nacio el 29 de septiembre de 1950, en Granada, aunque desde muy niño se fue a vivir a Barcelona, ciudad que lo adoptar y en la que reside actualmente. Miguel tiene los ojos azules y el pelo casta:o oscuro. Estudió ingenieria industrial y domina la guitarra y el piano a la perfección. Además de cantante, Miguel Gallardo es autor de todas las canciones que interpreta.

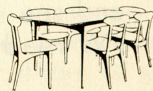
A partir de su primer hit "HOY TENGO GANAS DE TI" la vida y la carrera artística de Miguel cambiaron completamente, pues los contratos, viajes y exitos que le han sucedido a "HOY TENGO GANAS DE TI" han sido varios, como ejemplo tenemos: "Y TU DONDE ESTAS?", "QUEDATE", "OTRO OCUPA MI LUGAR", etc. que han llegado a acaparar casi toda la vida de nuestro joven amigo, quien no conforme continua luchando día tras día en busca de nuevos éxitos.

Actualmente Miguel Gallardo lleva grabadas 2 L.P. y ya esta en proceso un tercero, que estará terminado para fines de este año, del cual ya se ha lanzado el primer secillo titulado "DESNUDATE" y "TU".



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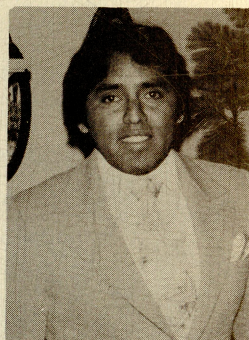
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Jackie Sandoval

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Jackie Sandoval, daughter of Mrs. Jennie Sandoval, has joined the United States Army. Jackie enlisted for three years on September 20, 1977, specifically for Army Transport duties. She is stationed at Fort McKullen in Alabama where she will be doing all of her training.

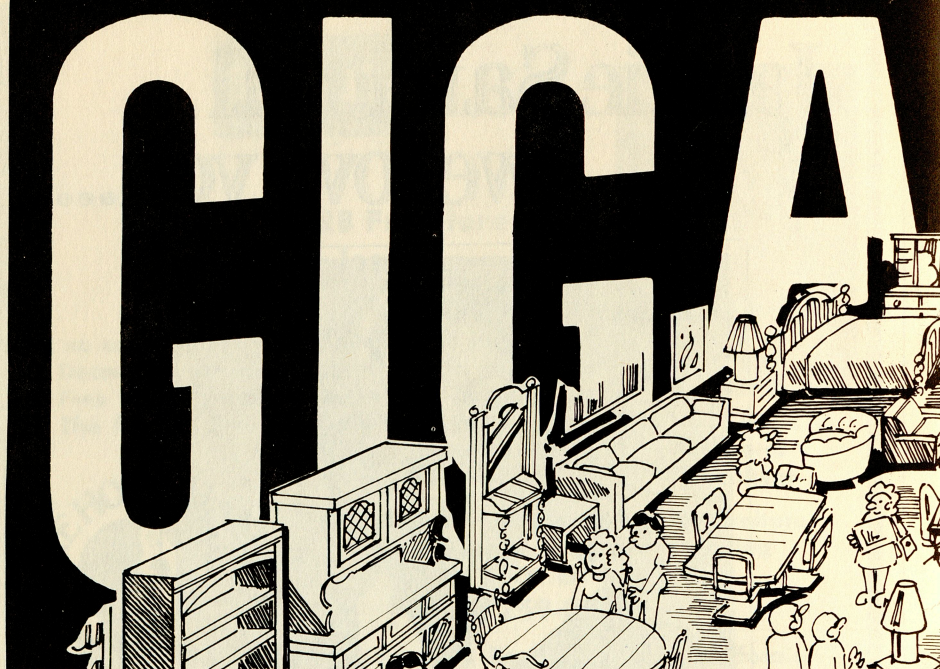
Jackie was born June 7, 1959 in San José, she has four sisters and two brothers. Before her enlistment she resided with her mother and sisters at 1993 Lochness Way, San José. She is a graduate of Thomas P. Ryan and August Boger Schools and is Cap San José. At the time of her departure into the Army she was attending Evergreen College.

"I Dedicate This to My
Daughter Jackie in
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"My love will never wear"

I love you my daughter, even though you had gone to serve your country, my dear I will miss you so, I know your Uncle Sam will love you and care for you. I know you want to do your best to try to save this world, I am sure between you and the Lord you do so much. do your duties of your country and hurry back to mother. I will always be waiting as my love will never wear.

Love, your Mom,
Jennie Sandoval



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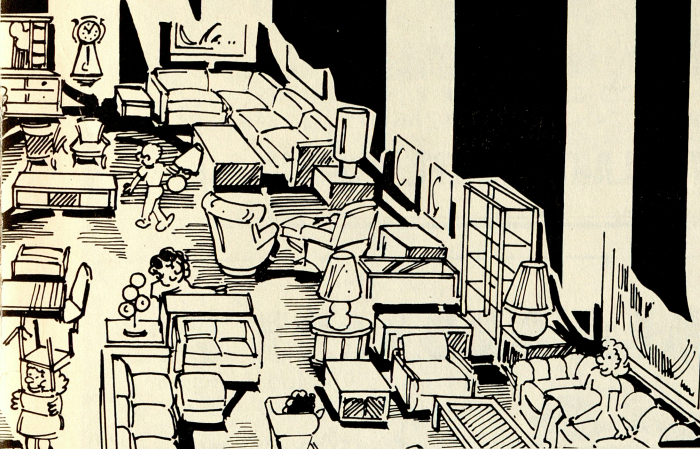
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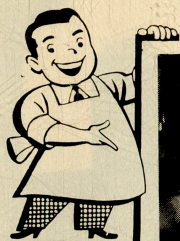
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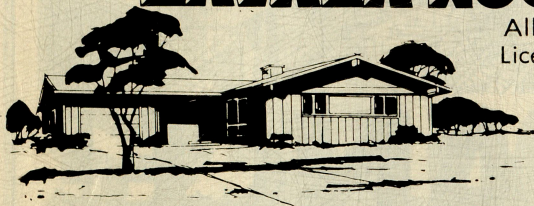


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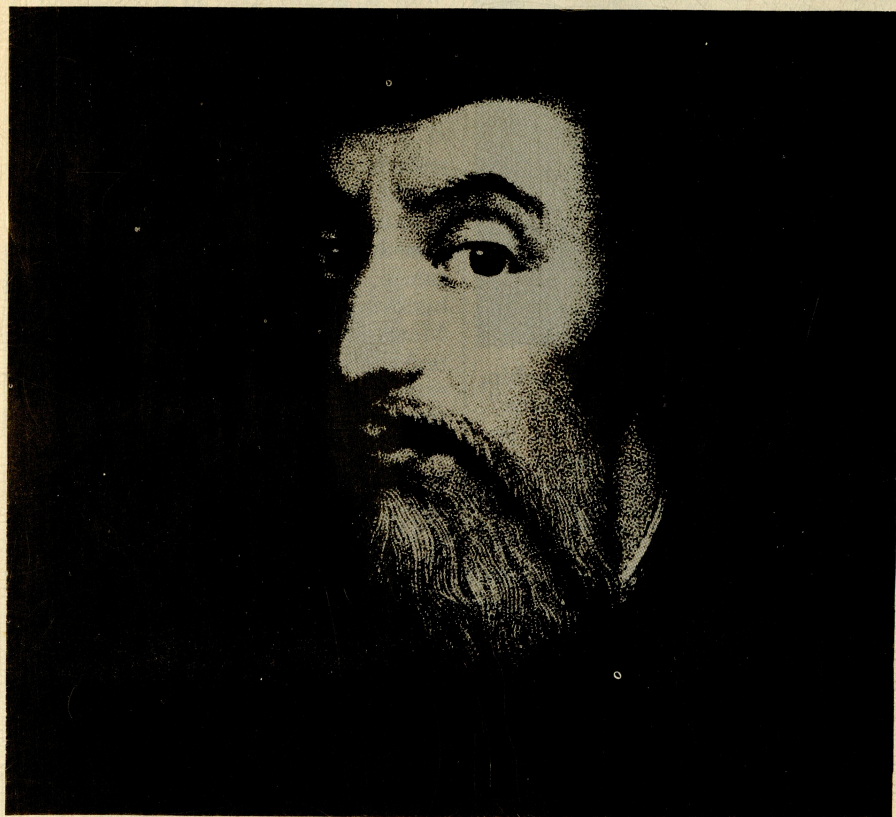
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La llegada de los conquistadores a la Gran Tenochtitlan, capitaneados por Hernan Cortez, era un número reducido, pero Cortez pudo convencer a las tribus contrarias a Moctezuma para que pelearan contra el poderoso imperio, prometiéndoles que los libraria de los tributos que tenían que pagar; hizo que los indios

pelearan contra los mismos indios.

Moctezuma fue hecho prisionero y murió de una pedrada que recibió en la frente, cuando trataba de calmar a sus guerreros para que no pelearan contra los españoles; el valiente Cuitlahuac se encargó de seguir la lucha, desgraciadamente murió de viruela; el morir Cuitlahuac recayó el mando en el príncipe Cuauhtemoc, sobrino de Moctezuma que peleó con todos los medios de que disponía, hasta que desgraciadamente cayó prisionero y llevado ante Cortez le dijo; "He hecho todo lo que he podido para defen-



derme y defender a mi pueblo, ahora toma tu punal y márame". Así terminó el señorío más poderoso del Anahuac. Cortez no estaba interesado en quitarle la vida al joven príncipe y guerrero, él estaba interesado en conseguir el tesoro de Moctezuma, le pidió a Cuauhtemoc que le dijera donde se escondía el tesoro, a lo cual no obtuvo contestación; Cortez pensó que atormentándolo lo podía hacer hablar y la quemaron los pies con aceite hirviendo. El Ray de Taucuba que también fue atormentado, lanzó una mirada suplicante al soberano para que hablara y Cuauhtemoc lo contestó: Acaso crees que yo estoy en un lecho de rosas? Poco tiempo después, el gran soberano fue muerto por los conquistadores.

Los españoles se audeñaron de las tierras e hicieron esclavos a los indios; la dominación de la Nueva España duró trecientos años. Implantaron su idioma sus costumbres y su religión, formando una nueva raza con la fusión del hiberno con el indio americano.

En el año de 1810, el venerable Cura Don Miguel Hidalgo y Costilla, se lanzó a la lucha de inde-

pendencia, a las once de la noche del 15 de Septiembre dio el grito de Dolores y con un crucifijo en una mano y la espada en la otra, salió a pelear por la libertad de un pueblo oprimido por la Corona de España. Un año duro su lucha, pero por desgracia fue tricionado y hecho prisionero, se le fusiló a él y a los que lo habían acompañado en su ideal de libertad. Se apagó la vida de estos grandes pero no se pudo apagar la antorcha que habían prendido. La pelea siguió, el otro grande de nuestra historia, el Cura Don José María Morelos y Pavón hizo una campaña digna de los más famosos estrategas de la historia; pero también pagó con su vida su grande y noble intento de liberar a su pueblo de la tiranía extranjera.

Diez años después de la muerte de el cura Don Miguel Hidalgo, se consumó la libertad de el pueblo mexicano y quince años después en 1836 las Cortez de Cadiz concedieron la libertad y la independencia de la República Mexicana. Continúa en el proximo numero.

Se había logrado independizar a México de España, pero el Frances Napoleon III soñaba con establecer un imperio frances en ultramar y pretestando el cobro de una deuda, se hizo una alianza de España, se presentaron los barcos de guerra de las tres potencias en el Puerto de Veracruz, los emisarios del gobierno mexicano hicieron saber a los representantes de las tres potencias, que México pagaría su deuda tan pronto como le fuera posible, que solamente pedía una tregua. Inglaterra y España aceptaron y regresaron a sus respectivos países; pero Francia hizo desembarcar a sus tropas y tratar de llegar a la Capital de México; pero al llegar

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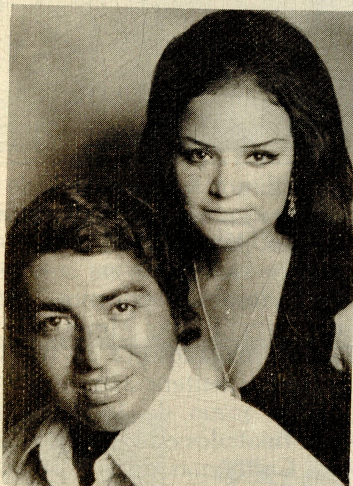


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a la Ciudad de Puebla el día cinco de mayo de 1862, el ejercito que componian los suavos, reputados entonces como los mejores soldados del mundo, fueron derotados por el valiente y joven general Don Ignacio Zaragoza; sin embargo Napoleon III insistió en establecer un imperio en México y convencio a Maximiliano de Habsburgo, hermano del Emperador Francisco José de Austria, para que viniera a México como emperador. El Sr. Presidente de la República Mexicana Don Benito Juarez no abandonó su responsabilidad de jefe del gobierno y organizó la defenza de la nación, el espiritu de resistencia agotaba a las fuerzas francesas sin que estas lograrian vencer a todos los que se levantaban a pelear por su patria; cuatro años duro esta situadesastroza para los huestes napoleónicas; el gran indio no se rendia y trasladaba los poderes de la nación hasta el último confin de la patria amenazada.

Al salir las fuerzas francesas para prestar ayuda Napoleon en Europa, la caída del imperio de

Maximiliano fue inevitable, En Queretaro en el Cerro de las Campanas, el Archiduque entregó su espada y se rindió en compania de los generales mexicanos Miguel Miramón y Tomas Mejía.

Fueron juzgados por un tribunal de guerra y sentenciados a muerte, el 19 de junio de 1867 los tres fueron fusilados en el mismo Cerro de las Campanas de la Ciudad de Queretaro.

El Sr. Presidente Don Benito Juarez hizo saber al mundo que: "Entre los individuos, como entre las naciones, el respeto al derecho ajeno es la paz."

El Benemerito de las Américas, Don Benito Juarez, dejo de existir el 18 de julio de 1872.

El gran soldado que peleó contra los franceses ye se cubrió de gloria en el asalto del 2 de azril, y que derrotó al general Márquez en San Lorenzo; llegó a la Presidencia de la República en 1876. Desde 1880 hasta 1911 el general Porfirio Diaz ocupó la presidencia innterrumpidamente. En 1911 el licenciado Don Francisco I Madero que inició la Revo-

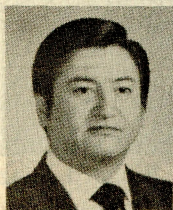
lucion del 20 de noviembre de 1910, logro que Porfirio Diaz abandonara el pais, hizo que se respetara el voto popular y ocupo la presidencia; el Sr. Madero nombró al general Victoriano Huerte jefe de las fuerzas armadas, Huerta era un tipo degenerado y ambicioso, tan pronto como se le prestó la ocasión mandó apresar al presidente Madero y el vicepresidente José María Pino Suarez y los asesinaron. El general Huerta se autonombró presidente de la república, a pesar de su trición y su mala fama.

El Gobernador de Coahuila, Don Venustiano Carranza al saber la trición de Huerta y el asesinato del Sr. Madero y Pino Suarez, hizo llamado a los gobernadores de los Estados para que desconocieran el gobierno de Huerta y se unieran para deponer al usurpador.

Se encendió el fuego de la revolucion que por 20 años sufrió la república entera, amenazada la población civil por las diferentes facciones que nacieron al calor de la revolucion, todos ellos buscaban el bien del país, pero cada quien a su manera. La Constitución de 1917 en la que intervinieron representantes de todas las ideologias, logró en parte una mejora para el pueblo mexicano, pero lo que ha sido de mayor ayuda ha sido el artículo en que se establece el Subfragio Efectivo, no Reelección. El Presidente Carranza y el presidente Alvaro Obregón pagaron con sus vidas el descato a este mandato constitucional.



Carlyle said " a lie cannot live." It only shows that he did not know how to tell them.



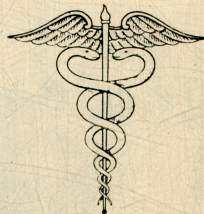
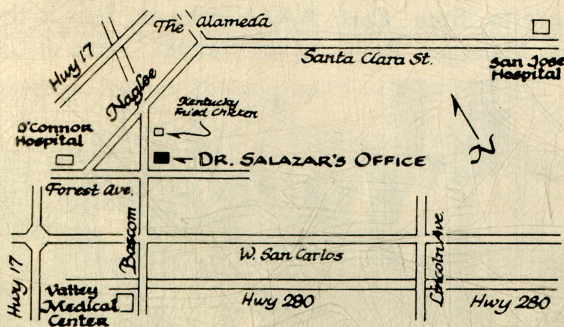
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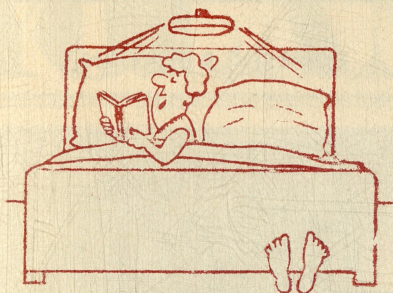
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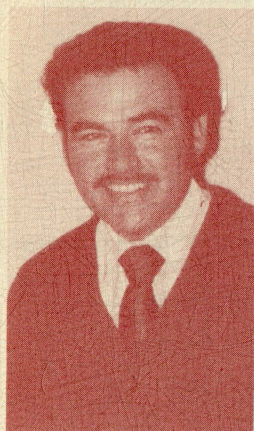
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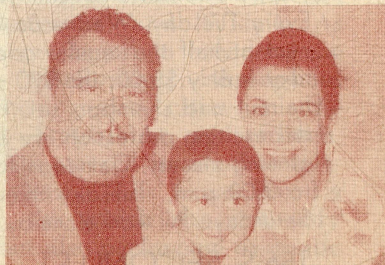
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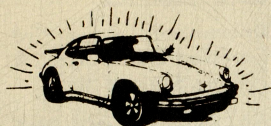
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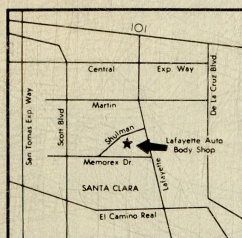


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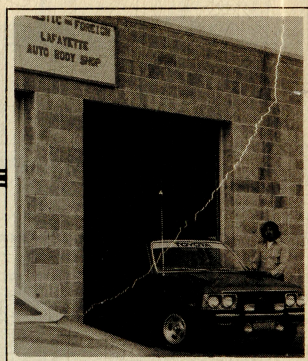
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YOLANDITA



YOLANDITA MONGE

Yolandita Monge, one of Coco Records' rising stars, was born in Santurce, Puerto Rico on September 16, 1955. A natural born performer, Yolandita at ten years of age, entered in a radio contest by a friend of her family's and won the contest by an overwhelming majority. In the next few years, Yolandita performed as a guest artist on numerous television shows. At age thirteen, she was contracted for a weekly television show of her own; she also

began to record for Patty Records, immediately striking it lucky with two hit singles from her first LP, "El Resfriado" and "Vida". As her career began to broaden, she began performing throughout numerous major cities in the United States. At age fifteen, Yolandita starred in another television show, "Las Cosas De La Nena", on which she not only sang, but also performed dramatic and comedy sketches opposite numerous guest stars, among them, Elia Enid Cadilla, Mirna

de Casenave and Manuel de Sibatini.

She began to perform in places like Santo Domingo, Mexico, the Virgin Islands, Venezuela and Argentina, and had a string of hits with songs such as "Mi Juramento", "Las Olas", "Recuerdame", "La Voz Del Silencio", "Estoy Celosa", "La Vale Nada", "Vete De Aqui" and "Porque Diste Vuelta La Cara", with TSCA Records. At age eighteen, she began performing in some of the finest nightclubs and hotels in Puerto Rico. She also performed in New York's Carnegie Hall, Madison Square Garden and the Chateau Madrid. While in New York, Yolandita met Alfredo Lorenzo, a young Uruguayan, who was later to become her husband and personal manager.

In 1975, Yolandita signed with Cooc Records, recorded her first album, "Floreciendo", and had

her biggest hit ever, "Cierra Los Ojos y Juntos Recordemos", which was number one on the Latin charts throughout the United States, Puerto Rico and Latin America.

Yolandita won Revista TV En Espanol's highly esteemed Silver Record and was recently selected by Record World as the Best International Female Vocalist, both in 1976.



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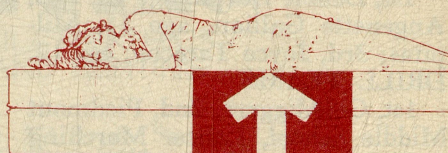
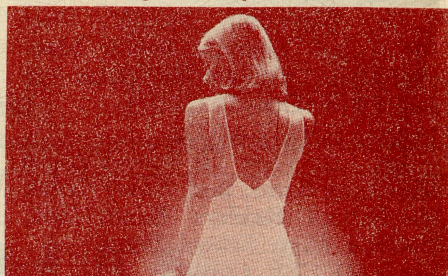
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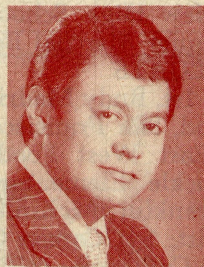
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