

El Excentrico

Humberto Garcia

May 20, 1973



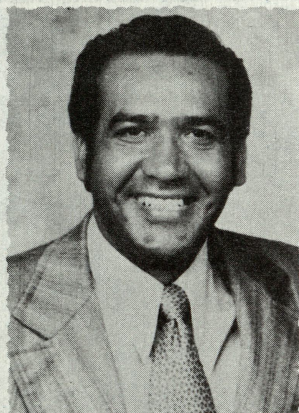
RE - ELECT
GOGGIO
COUNCILMAN

VOTE Tuesday, June 5

COME AND SEE PEDRO SANCHEZ FOR YOUR NEXT CAR

ESCHUCHE A
RADIO KOFY

4:00 a 5:00 p.m.



ESCUCHE A
RADIO KAZA
Los Domingos

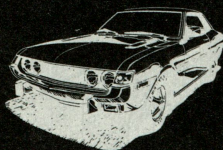
De 5:00 a 6:00 p.m.

PEDRO SANCHEZ
(EL VENDEDOR CHICANO)

1. Pedro can help you in selecting a New or Used Car.
2. If your Chevy or other domestic car is a gas hog, try a Toyota and save hundreds of dollars a year on gas.
3. Low prices on all cars in stock—new or used.
4. Buy or Lease.
5. 5% interest on financing of loan available on credit approval.
6. Any car makes the down payment, paid for or not, on credit approval.
7. Ask for Pedro Sanchez — No - o - o - body but Pedro — or ask for Mr. Dale Cummings, Sales Manager.

OPEN EVENINGS AND ALL DAY SATURDAY AND SUNDAY

Toyota of Almaden



750 W. Capitol Expressway
At Pearl, San Jose
267 - 0500

Open Evenings and All Day Saturday and Sunday

GRAND OPENING! COPPERWOOD

Dramatic Clusterhomes in the
heart of Almaden Valley

two, three, and
four bedrooms from

\$32,990

Excellent Conventional
Financing

Set your alarm for bright and early! Then head for exciting Copperwood, and first choice! Copperwood is fanciful clusterhomes around landscaped courtyards. Swimming pool and cabana, exterior maintenance provided! Be a "first family" at Copperwood. It's where you ought to be!

6551 Timber Court, San Jose, California 95100
Sales Office open daily 10 a.m. to sunset

CSLB NO.
266639



Whirlpool

MARK OF BUILDER EXCELLENCE

ROBERT H.

GRANT CORPORATION

Robert H. Grant Corporation is a Subsidiary of Santa Anita Consolidated, Inc.

M.A.C.A. ALCOHOL WORKSHOP

The Mexican American Council on Alcoholism has lined up some controversial issues for its May 19, Saturday workshop at 1577 East Santa Clara Street in San Jose.

The program, which will run from 10 a.m. to 4 p.m., provides a free buffet lunch, according to M.A.C.A. Executive Director Rudolph Lechuga. The public is invited.

These questions and others will be addressed: What role in the development of alcoholism does "machismo" play in the Chicano community? Has it a counterpart in the Anglo community? Can alcoholism be con-

sidered an ethnic problem? What do you do when you realize you know or realize you are an alcoholism sufferer. The role of the family and the spouse in alcoholism.

The pros and cons of non-medical modes of treatment have been the center of recent controversy. Don Stoddard, representing the Santa Cruz program, and Maurillio Urias, Director of Project Spirit in Stockton will be working with discussion groups.

Joe Mojica, a representative of Salinas' recovery centers will lend a hand and some discussion of recent plans to divert the public inebriate from the Criminal Justice system is also planned.

OLYMPIC DRIVING SCHOOL

Damos Lecciones desde su Casa o
desde su Trabajo.

LOS 7 DIAS de la SEMANA
DIA o de NOCHE

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



Tel. 293 - 2700

549 STOCKTON AVE.

SAN JOSE, CALIF.

5th of MAY PARADE — Photos by Rudy Belloumini



THE LARGEST LATIN AMERICAN OWNED WAREHOUSE
SHOW ROOM in the World ! GIANT FURNITURE
Warehouse Show Room
Selling Name Brand Furniture directly to the Public !

REASONS To BUY At GIANT:

1. Name Brand Furniture at Discount Prices
 2. Receive Friendly Personalized Service
 3. Bank Financing – Easy Credit
 4. Pick up in Factory fresh cartons and save
 5. Home Owned and Home Operated
 6. Deal directly with owners and Save
 7. No commission salesman to pressure you
 8. Delivery and Set - Up Service Available
- Many other reasons too numerous to mention

Others Say It — We Do It !

The Biggest Savings — **WE DO IT!**
The Largest Selections — **WE DO IT!**
The Best Values — **WE DO IT!**
Instant Delivery — **WE DO IT!**

The Only Way to Buy is the Giant Way

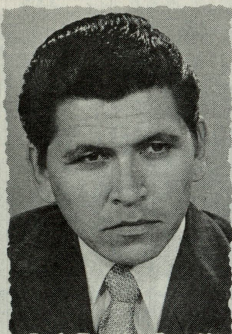
OPEN DAILY Till 9:00 p.m.

RUDY MOYA — ANTHONY EREDIA

GIANT
FURNITURE WAREHOUSE

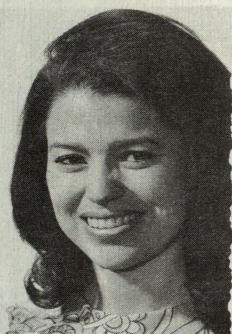
2017 So. Monterey Rd. San Jose 298-1991
(So. First St.)





RIGOBERTO CHACON

**K N T V
CANAL 11
De Television**

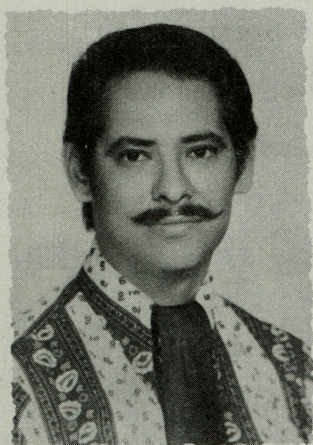


MARGARET SERADIN

REPORTAJE SEMANAL

Todos los SABADOS a las 12 del MEDIO DIA

**Un impresionante RESUMEN de los ACONTECIMIENTOS de la SEMANA
Relatados por medio de ENTREVISTAS MINI - PELICULAS y FOTOGRAFIAS**



ROGER C. LOPEZ
Men's Hair Stylist
Specializing in Longhair

Jim's Longhair Styling For Men

- ★ Long Haircuts
- ★ Shags ★ Layered
- ★ Contour ★ Razor Cuts

BY APPOINTMENT ONLY

293 - 2747

123 S. 3rd St.

San Jose, California

FINE MEXICAN FOOD

At Our 2 Locations in Campbell

Tizoc Taqueria

**730 THE PRUNEYARD
Bascom & Campbell Ave.**



Located on the North Entrance
(El Mercado Olivera)

Telephone 377 - 9301

Now at the Beautiful atmosphere of the Pruneyard TIZOC
is featuring Unusual Quality Foods, for
INSIDE or OUTSIDE DINING

● **Carnitas** ● **Tacos Al Pastor** ● **Tortas** ● **Menudo**

Exotic Natural Fruit Drinks Mexican Beer & Wines
Weekdays 10:30 - 9:30p.m. Weekends 8:00a.m. - 9:00p.m.

CATERING - FOOD & EQUIPMENT PROVIDED !

El Charro No. 3

**2169 S. WINCHESTER BLVD.
Telephone 378 - 1277**

El Charro No. 3 offers Quality
Foods at Reasonable Prices!
Nightly Entertainment 7 - 10p.m.

BANQUET FACILITIES

Up to 150 People
Wedding & Birthday Parties



OPEN 11:00 a.m. to 11:00p.m.

7 DAYS a WEEK

Mother's Day Celebration Specials at Both Locations !

5th of MAY PARADE — Photos by Rudy Belloumini



CAL FOODS

★ DELICATESSEN ★ and TORTILLA FACTORY

Especializamos en TORTILLAS de HARINA!

TAMALES — MENUDO PAN CALIENTITO
(Diariamente)

★ HOT FOOD TO GO ★

ACEPTAMOS ESTAMPILLAS DE COMIDA

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

195 S. 28th ST.

Esquina de las calles
28 y SAN ANTONIO

SAN JOSE CITY COLLEGE 2100 Moorpark Avenue San Jose, California

Registrations are still being accepted for the new course "Beginning Spanish Guitar", offered at San Jose City College under the direction of Mrs. Ida Noguera.

Those interested may register in the Saturday morning classes between 10 a.m. and 12 noon in room F-6, 2100 Moorpark Avenue, San Jose. Registration is \$5.00 each student.

Instruction will include chords, progression, strumming techniques and a new Spanish or Mexican song each week.

THE THRIFT SHOP

CLOTHING for the WHOLE FAMILY

NEW and NEXT to NEW

All Clothes Clean and Ready to Wear
Jewelry, Shoes, Gifts, Household Articles

Moving Sale

Everything Must Go

Daily 10 A.M. to 4 P.M. Saturday 11 to 3 P.M.

30 S. Market St., San Jose



El Tropical Club

— EN PERSONA —

FERMIN (El Grande) y CHOCOLATE
y LOS 4 AMIGOS.

Todos los Viernes, Sab. y Domingos

DANNY RAMOS, Prop.

293-9731 1620 Almaden Road



By **LUIS JUAREZ**

THERE'S NO SINGLE WAY OF REACHING CHICANOS

The question as to the best method of reaching the 180,000 persons of Mexican origin residing in Santa Clara County is continuously asked by public agencies, political candidates and the business community.

The answer is a complicated one. One thing is certain—there is no single way of reaching this large segment of our population.

The different levels of acculturation in which the Mexican-American population finds itself and the diversity in their competency in the use of the Spanish language makes it very difficult to find a single, effective approach to this question.

First of all, the acculturation of the Mexican-American may be from the one extreme where the individual has crossed the cultural line and no longer speaks Spanish or identifies with the Mexican-American community, to the other extreme where he speaks little or no English and his activities are almost totally limited to the Spanish-speaking population.

Between the two extremes, there are many other levels of acculturation that place the Mexican-American in different categories concerning their cultural and civic interests and their ability to comprehend and speak Spanish.

A small number of Mexican-Americans attend Spanish speaking movies or read books and publications written in Spanish, although at least 85 per cent of them "speak Spanish" to a greater or lesser degree of fluency.

The Mexican movies represent to most of them a way of life which is unreal to that which they find in this country. The Spanish language and the colloquialisms used in these movies also are unknown to many of them.

Those who try to reach the Mexican-American community by translating English into Spanish during speaking engagements or

through printed matter, often accomplish little because the translation may be written or spoken in "better than average Spanish" that some Mexican-Americans cannot understand.

An incident is recalled when former San Jose Mayor Ron James was explaining the new Model Cities program to a predominantly Mexican-American audience in the Gardner School.

The mayor had brought with him a Spanish-speaking interpreter to translate his presentation into Spanish. After almost an hour of translation, a Mexican-American from the audience came to the front to translate into Spanish a matter in which he was more familiar with than the interpreter.

The Spanish used by this individual was mixed with local Spanish slang and structured with phrases in a manner used in this part of the state. At that moment, a member of the audience stood up and told the mayor, "Next time, don't bring your interpreter; get this other one instead. We can understand him."

A large number of Mexican-Americans, however, listen to Spanish-speaking radio and TV programs. The quality of Spanish used by the radio and TV announcers is usually good, however, it varies with the background of the individual.

Mexican music and variety shows, nevertheless, are enjoyed by the majority of the Spanish-speaking community. This may account for the larger Spanish radio and TV audiences.

Numerous attempts to establish Spanish newspapers and magazines have been made in this valley. Only one, however, has managed to survive.

This is *El Excentrico* magazine, a popular semi-monthly publication written in English and Spanish. The magazine reaches large numbers of Mexican-Americans and has been regularly published for almost 25 years.

The magazine has succeeded because it enlists the assistance of a number of columnists that relate to our population of Mexican descent regardless of what level of acculturation they find themselves.

For Your

WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110

DISCOVER THE GOOD LIFE!

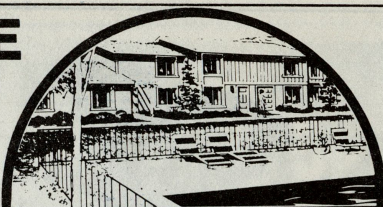
2, 3 or 4 bedrooms • electric kitchen • private patio • enclosed 2-car garage • swimming pool • recreation center • no exterior maintenance — and rent-size monthly payments!

FROM **\$21,495** VA/FHA
Conventional

2201 Amberwood Lane, San Jose.
Telephone (408) 263-6050.
Sales Office open daily 10 a.m. to sunset.

Northpark Square

patio townhomes



MARK OF BUILDER EXCELLENCE

ROBERT H

GRANT

CORPORATION



*Mr. and Mrs. Aurelio Romero
Mr. and Mrs. Paul Reyes*

*request the honour of your presence
at the marriage of their
daughter and son*

Jessie Romero

and

Fred Bueno

*on Saturday, the nineteenth of May, nineteen
hundred and seventy-three, at one o'clock
in the afternoon*

*Our Lady of Guadalupe Church
2020 E. San Antonio Street
San Jose, California*

Roberto y Margarita Rodriguez

Jose y Petra Parra

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

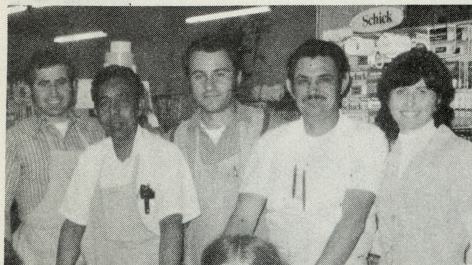
Martha y Praxedis

*Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
El Sabado 26 de Mayo de 1973, a las 6:00 p.m.*

*Iglesia Bautista Hispana
Riverside, California*

*Someteos unos a otros
en el Amor de Dios
Efesios 5:21*

DOS SUPER MARKETS para SERVIRLE MEJOR!



Completo Surtido de Verduras

CARNES FRESCAS

Productos Importados de Mexico
y Sud America

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

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

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

THRIFTY MARKET Tel 294-9151 910 Spring St.

MAID OF HONOR

Mary Fernandez

MADRINAS

Gloria Villegas
Mona Esquivel

BRIDESMAIDS

Mary Canales
Hortencia Canales
Irene Fernandez
Connie Esquivel
Mary Ann Herrera

Theresa Guerrero

Lydia Gallegos

Delma Lujan

Carol Tello

Juanita Zuñiga

Mary Rodriguez

Cora Madrid

Juanita Perez

Dolores Soria

Anita Gamboa

Sylvia Pasillas

Debbie Gutierrez

Sussie Beltran

Marlene Jenks

Mr. and Mrs. Jesus Fernandez

Mr. and Mrs. Ralph Esquivel

request the honour of your presence
at the marriage of their
daughter and son

Carmen and Robert

On Saturday, the nineth of June, nineteen hundred
and seventy-three, at three-thirty in the afternoon
Our Lady of Guadalupe Church

2020 E. San Antonio St.
San Jose, California

§

FLOWER GIRLS

Erica Villegas Sandra Aguayo

RING BEARERS

Ray LoFranco Andy Esquivel



CARMEN

Es nativa de El Paso, Texas
con residencia en San Jose por 13 años
Atendio a la escuela Overfelt High

ROBERT

Es nativo de San Jose, California
atendio a la escuela Overfelt High

BEST MAN

Edward Esquivel

PADRINOS

Roy Villegas
Ray Esquivel

USHERS

William Estavillo
Barry Gresham
Federico Fernandez
Robert Garcia
Jerry Flores

Henry Guerrero
Ray Zuñiga

Jesus Gonzalez

Gavino Borquez

Victor Martinez

Manuel Fernandez

Virgil Madrid

Hector Fernandez

Mario Barrona

Mike Gamboa

Jose Fernandez

Manuel Gutierrez

Kasey Espinoza

David Fernandez





DOWDLE & MANRIQUEZ MORTUARY

293 - 3747

1066 S. 2nd St.

San Jose, California

LEARN HOW NATIONAL FUNERAL PLAN frees the family from worry over funeral expenses for just a few cents a day. It provides a plan for one person or an entire family. No enrollment fees or age restrictions.

Records your personal wishes and instructions. Lift this burden of details from the family and eliminate emotional overspending.

This NEW Plan increases 10% each year for ten years. A \$1,000, 10% Growth plan increases \$100.00 per year. At the end of ten years it would be doubled to \$2,000.00.

NO PHYSICAL EXAMINATION REQUIRED.



**LENA MANRIQUEZ
GOMEZ, Director**

MAIL COUPON TODAY

DOWDLE-MANRIQUEZ MORTUARY

1066 S. 2nd, San Jose — 293-3747

I would like all the facts about National Funeral Plan
10% Growth Plan
No Cost or Obligation, of course

NAME _____ AGE _____

ADDRESS _____ PHONE _____

CITY _____ STATE _____



292-3710 799 S. First St. San Jose



**AMADO y CARMEN GARCIA
PROPS.**

El día 11 de Junio de 1923, en la parroquia de Santa Rita, el Rev. Padre Mario Gerey unio con el Sacramento del Matrimonio a

JESUS MARIA MARTINEZ

y

MARIA DE LA LUZ PADRON

Hoy en Nuestras

BODAS de ORO

en compañía de nuestros hijos
Gilberto, Guillermo, Jesus Maria, Jr.
Teresa Colby Margarita Merino
Felipe, Genaro y Baltazar

Los invitamos a la

MISA de ACCION de GRACIAS

En la Iglesia Del Santo Niño, que sera celebrada por el Rev. Padre Bernard Bianco

a las 2:00 de la tarde, el 9 de Junio de 1973

Hurley, New Mexico



El Excentrico

25th Year No. 4

May 20, 1973

HUMBERTO GARCIA
PUBLISHER

BERT GARCIA
MANAGER

MARC GARCIA
EDITOR

M. FERNANDEZ
PRODUCTION

RUDY BELLOUMINI
PUBLIC RELATIONS

RICHARD DIAZ
PHOTOGRAPHER

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

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

PRINTED BY

GARCIA PRINTING

292-4273

274 Terraine Street

San Jose, Calif. 95110

B & G AUTO SALES



AQUI SU CREDITO ES BUENO

We Carry Our Own Contracts

Tenemos Nuestro Propio Financiamiento

Toda Clase de Carros a Todos Precios

295 - 7601

698 S. First St.



Gloria's Bridal Salon...

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

294-4450

36 SOUTH 2nd SAN JOSE

SINCE 1947

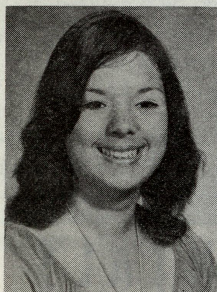
- wedding gowns
- bridesmaids gowns
- mother of the bride
 - formals
- street wear
 - lodge

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

**PRICES to SUIT
ALL BUDGETS**

**Bridemaids from
\$36.00**

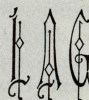
**WEDDING
GOWNS
from \$69.95**



1958

1973

LINDA
is a native San Josean
and attended
Andrew Hill High



To celebrate the 15th BIRTHDAY
of their daughter

LINDA ANN GONZALEZ

Her parents Mr. and Mrs. Sotero Gonzalez
request the honour of your presence
at the

PRESENTATION MASS

Saturday, June 9, 1973, at 11:00 a.m.
Sacred Heart Church — Willow and Palm Sts.
San Jose, California

Ultimos Estilos en Ropa

Vista Elegantemente !

Facilidades de Pago

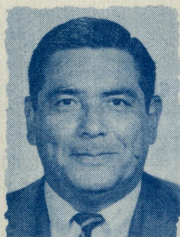
BERNIE BERG amigo de los de Habla Hispana le invita a que pase a ABRIR su cuenta de CREDITO y obtenga toda la ropa que necesite inmediatamente, se le ofrece un excelente Plan de CREDITO.

Berg's

295-0868
52 S. FIRST ST.



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



JESS CARLOS
Director

NUEVO BANCO MEXICANO EN SAN JOSE

El nuevo Banco estará ubicado en la Esquina de Story Road y Leeward Dr. en San Jose, precisamente a la salida del Capitol Expressway. Su situacion le permitirá servir a toda la Ciudad de San Jose y tambien a las comunidades vecinas. Es muy importante notar que este es el Primer Banco de las minorias, organizado y dirigido por ellos con que cuenta San Jose. Como resultado, el Banco está completamente capacitado para llenar todas las necesidades bancarias de las personas de habla hispana al mismo tiempo que las del resto de la comunidad. En la actualidad están a la venta acciones de este Banco que ofrecen la oportunidad de hacer una inversion en grande o pequeña escala participando en una empresa con gran futuro. Los solicitantes para la compra de acciones serán recibidos hasta las 5 de la tarde del primero de junio a menos que el plazo sea extendido por el Banco. Las acciones serán remitidas tan pronto la solicitud sea aprobada y su importe recibido. Las oficinas del Banco de San Jose en organizacion están ubicadas en 320 Winchester Boulevard en San Jose 95128 y para aprovechar esta oportunidad es necesario llenar las solicitudes cuanto antes. Para mas informacion puede llamar en San Jose al 984-84-40, en Burlingame al 692-24-33 y en Oakland al 836-13-37.

For Your

WEDDING INVITATIONS

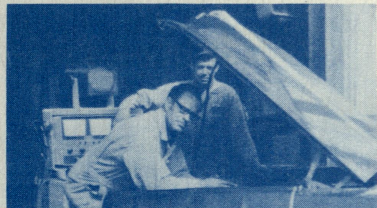
Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110

Jess Garage

Taller Mexicano de Mecanica



JESS IZQUIERDO, Prop.
ELECTRONIC SCOPE TUNE-UP
COMPLETE OVERHAUL

Brakes - Generators - Starters

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

Master Charge Plan Bank Americard
First National Card

FREE TOWING SERVICE

295-3334 115 S. 28th St.

RENTALS

APARTMENTS

HOMES

ROOMS

Telephone 294-2050

Mr. SANCHEZ

ANGIE'S BEAUTY SALON

Specializing in
Hair Coloring & Styling

Se Habla Español

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

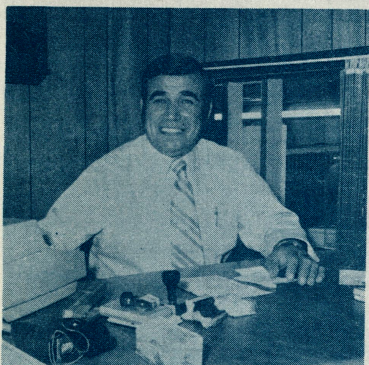


Call for Appointment 17th S. 4th St.
292-0055 San Jose, Calif.

Pink Elephant Mkt

TRES TIENDAS para SERVIRLE A USTED

Con Una Linea Completa de PRODUCTOS MEXICANOS



FRANK RIVERA



MANUEL AUSTIN



DANIEL SALAZAR

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





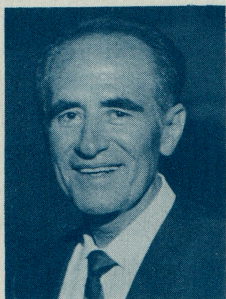
Por
**MARIA
ANTONIETA
HERNANDEZ**

VEINTICUATROAVO ANIVERSARIO

Para realizar un periodismo de altura, en cualquiera de sus manifestaciones, ya sea periodico o revista, es evidente contar con una pluma eminentemente reconocida por su intelecto.

Para que un periodico o revista sea recordada por sus lectores como un vehiculo sano digno de penetrar a todos los hogares, entonces se hace necesaria la seleccion de sus colaboradores.

La revista hispano-americana "EL EXCENTRICO" ha tenido la fortuna de poder contar con un personal acecuado, que cada 15 dias have llegar hasta ustedes, una muy bien seleccionada informacion, tanto en anuncios comerciales, como temas de diferente indole, que encierran un gran valor informativo para sus ávidos lectores.



En esta ocasion, quiero felicitar muy sinceramente por el feliz desempeño en sus funciones periodisticas, durante 24 años de labor interrumpida al servicio de la comunidad, a nuestro querido director Don HUMBERTO GARCIA. Hombre entusiasta, con un gran espiritu de lucha y perseverancia, y que con la ayuda de sus colaboradores: BERT GARCIA manager, MARK GARCIA editor, MANUEL FERNANDEZ produccion, RUDY BELLUOMINI relaciones publicas, RICHARD DIAZ fotografo, DANIEL SAL-

DANA, JORGE GODINEZ, PEDRO DIL-LON, ANGIE CORONADO, ARMIDA AROS y CANDY VELIZ columnistas, han contribuido a superar la calidad informativa de nuestra querida revista.

Estamos sumamente agradecidos todos los que formamos parte de esta editorial, con todos nuestros lectores, por habernos brindado su preferencia. Tambien importante es hacer notar, que estamos en deuda con los comerciantes, por habernos confiado la publicidad de sus negocios, ya que por experiencia saben, que erogar en un anuncio comercial, no es una mala inversion, sine algo que les redituara garancias extraordinarias. Y en espera del 5 de Abril de 1974, fecha en que se le festejaren dignamente sus "BODAS de PLATA" periodisticas a nuestro gran jefe, El Excentrico seguirá la meta que se ha trazado, enforzandose en su mejoramiento dia con dia, con el fin de agradar y servir a sus lectores.

Atentamente

Maria Antonieta Hernandez.

**Obtenga su Revista
EXCENTRICO en las tiendas
que aqui se anuncian**

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.



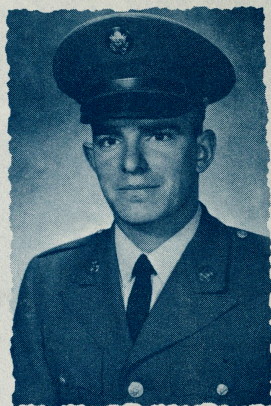
W D M

Mr. and Mrs. Pedro L. Cortez
Mr. and Mrs. Don Thomas
request the honour of your presence
at the marriage of their
daughter and son

Dolores Cortez

and

Wayne Mahu



On Saturday, the twenty-sixth of May,
nineteen hundred and seventy-three
at twelve o'clock noon

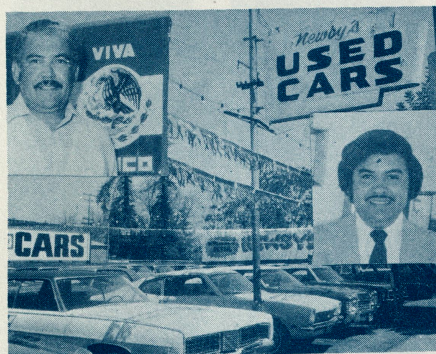
DOLORES
Is a native San Josean
Attended
James Lick High

Sacred Heart Church — Willow and Palm Sts.
San Jose, California

WAYNE
was born in
Sunnyvale, Calif.
Attended
Sunnyvale High

Newby's Auto Sales

Lote de Carros Casi Nuevos



Tenemos Carros casi Nuevos
A Precios Bajisimos

Ahorre hasta \$700 dolares en la
Compara de Un Carro

Llame por telefono para obtener
informacion sobre carros completamente
equipados.



Pregunte por **MARIO OROZCO**
732-6151

680 W. El Camino Real, Sunnyval

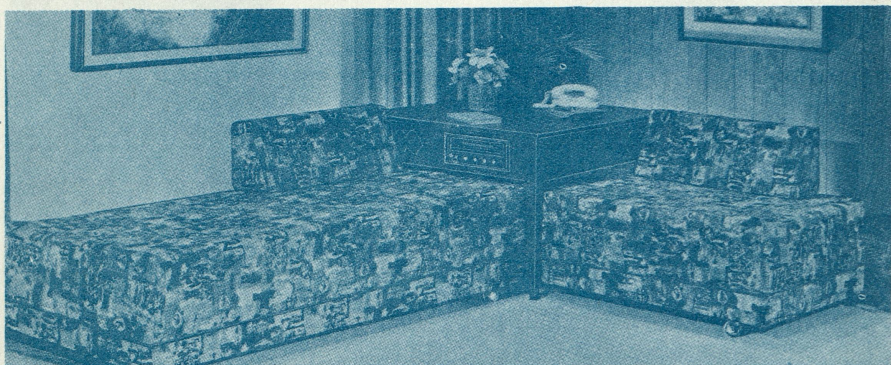
Pregunte por **ARMANDO YANEZ**
292-1607

355 W. San Carlos St., San Jose

Furniture Discount House

82 E. SANTA CLARA

SAN JOSE CORNER OF
THIRD STREET



12 Piece Corner unit with A.M. and F.M. Radio \$169.95



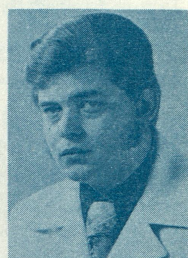
LUPE ALONZO



RAY
SALDAÑA



STELLA LOPEZ



GARY JOHNSON

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



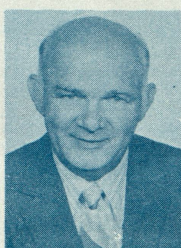
**1501 BROADWAY
FRESNO, CALIF.**



PHIL
RODRIGUEZ



CARMEN
RODRIGUEZ



PETE
KONON

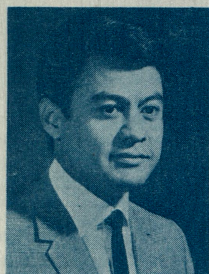


GLORIA
LUNA

Furniture Discount House

82 E. SANTA CLARA

SAN JOSE CORNER OF
THIRD STREET



HANK COCA

Bring This AD in

For FREE GIFT!

No Purchase
Necessary!



Spanish TV SHOW Sat. & Sun.

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

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

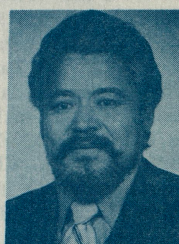
" THE UNTOUCHABLES " On CHANNEL 36



JOE SANCHEZ



LOIS FISHER



GIL COCA



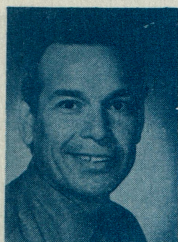
PILLIE
VILLALOBOS



JESS
CORDERO



LOUIE COCA



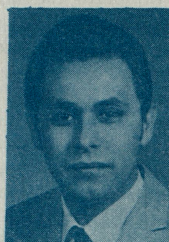
MARTIN
MENDEZ



CAREY
CHURCH



FRED
CABOTAGE



DANNY VIGIL

BUNK BEDS

WITH LADDER AND GUARD RAIL

\$19.95

82 E. Santa Clara St.

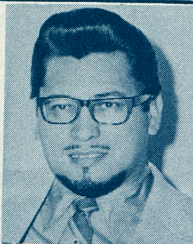
297 - 9486

San Jose

CRITICA SOCIAL

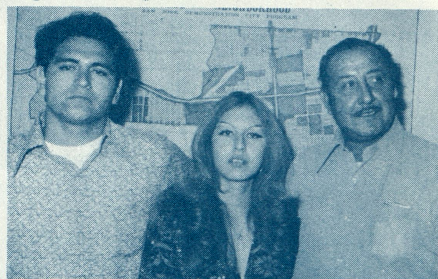


por
Rudy
Belloumini



"La fama no se acerca a los que la temen" —Amiel. Fame does not reach those who fear it. Los Veteranos de la Revolución Mexicana 1910-1920, Inc., carried out a successful parade and fiesta on Sunday, May 6th, celebrating las Fiestas Patrias 'Cinco de Mayo'. ED CARRANZA, Parade Director, proved a point... "Cuando la Raza quiere, la Raza puede". It takes an honest and just person like ED CARRANZA to have prominent people like Rigo Chacon, Ch. 11 Chicano Newscaster; Eddie Bojorquez, Ch. 36 Chicano Newscaster and Rosa Flores, una gran dama muy Mejicana, to want to help direct the parade in its proper prospective. Also the comerciantes who participated in the parade deserve your patrotismo for they donated a fee of \$35.00 or more for an entry which helped to offset expenses for trophies and prize money. Parade winners in order of finish were: Specialty Units: Motorcycle Drill Team, Santa Clara Police Athletic League; "Los Viejitos", dance group from Coniff School; "Los Mosquitos", revolutionary theme by San Jose State University Chicano students. Bicycle Race: 10-year-olds, Donald Mose; 13-year-olds, Rodney Woods; 13-16 years, Humberto Garcia, (not related to Humberto Garcia, publisher de El Excentrico Magazine). Bands: Vista High School Matadores, \$60; Rudy Madrid Band, "La Familia", \$40; Clyde Fischer \$20. Decorated Cars: Los Veteranos de la Revolución Mexicana; Club Mayo, Sylvandale Junior High School; Mexican American Chamber of Commerce de San Jose, California; Mounted Groups: Los Coporales, Charros de Alviso; Aborn Stables, San Jose. Mounted Singles: Frank Lamoly; Frank Wopinski; Gilbert Ortega. Drum and Bugle Corps: Los Capitanes. Drum Mayor: Brad Hawkins, Monte Vista High School. Drill Teams: Black Madonnas; Sacred Heart School; Piedmont Middle School. FLOATS: Project Follow Through; Guadalupe Dance Group; Santa Clara Girl Scouts Junior Baton: Gardner "Sparklers." Color Guard: U. S. Marine Corps; Piedmont Middle School. "\$300.00 in prize money and

trophies was given to 28 winners."



The first city employees to be laid off due to MODEL CITIES non-funding of projects are: Ben Valenzuela, Jenny Hernandez and Casey Sanchez of the Model Cities Home Truck Service Repair Project. CHICANOS ARE FIRST TO LOSE THEIR JOBS!!! "Por eso estamos como estamos, por eso nunca progresamos."



ALMA NEIGHBORHOOD CENTER receives a mini-bus donated by the LEVI STRAUSS FOUNDATION for use in the Gardner and Alma Neighborhoods. In the photo is Señor Alejandro Barrantes, Project Director, accepting a check for \$6,154.00 covering the cost of the bus by Señor Dick Duncan of the LEVI STRAUSS FOUNDATION; looking on is Señor Hank Rosendin of City Parks and Recreation and Señor Ruben Flores, a National Urban Fellow, representing the San Jose City Manager, Ted Tedesco, at an annual dinner function held on Saturday, April 14th, at Hardeman Hall of Sacred Heart Church. For information regarding activities of Alma Neighborhood Center, call 275-1315. "Para muestra con un botoncito basta." Photo by Richard Monteblan Diaz, el fotografo de Las Estrellas.

LA FAMILIA Organization would like to thank all the good people who attended their fund-raising dance held on Saturday, March 24th. In the picture, Danny Galindo is seen in wheel chair with his mother next to him happy to receive \$500.00 for medical ex-

(continued next page)



Arturo's Quiet Village

Los LUNES, JUEVES y DOMINGOS
Los Fabulosos TIJUANEROS

Los VIERNES - CARLOS CASTILLO
y Su TROPICANA !

SABADO - Orquesta del Momento Cumbre

JUEVES - NOCHE de AFICIONADOS
CON MARIACHIS !

Domingos y Jueves CONTROL REMOTO
Con Jesus Reyes Valenzuela - KOFY

EL CENTRO a DONDE ASISTEN
Las MUJERES mas BONITAS !

293 - 1010

950 S. FIRST ST.

ZAPATERIAS GUADALAJARA

Aproveche Nuestras GRANDES
ESPECIALES

En Calzado Hecho en Mexico



Phone 282-7274

Phone 622-2901

Phone 269-1420

Phone 264-7465

Phone 588-8392

68 S. 2nd St.

342 S. Broadway

5004 Whittier Blvd

3588 E. First St.

6921 Pacific Blvd.

San Jose, Calif.

Los Angeles, Calif.

Los Angeles, Calif.

Los Angeles, Calif.

Huntington Park, Ca.



MARTINEZ

MARKET & DELICATESSEN

ANTOJITOS MEXICANOS

PARA LLEVAR a CASA

TOSTADAS - TACOS35¢

TAMALES30¢ BURRITOS45¢

TAQUITOS de CARNITAS - BUSHI
TRIPAS de LECHE-BARBACOA60¢

MENUDO todos los Sabados y Domingos

La Familia MARTINEZ le atendera

287 - 5399 350 W. ST. JOHN ST.

SAN JOSE, CALIFORNIA



penses donated by members of 'La Familia por la causa'. Officers from left to right are: kneeling — Larry Farfan and Juan Blanco; standing — Frances Ramirez, Pres. Ray Ramirez, Zeff Farfan, George Cruz and Felix Castro. "Has bien y no mires a quien."

Mini-chismes: The one and only FRANK C. MORUA is back at EL NUEVO CHAPARRAL Super Market. Drop by for he has something to tell you about... pero no le digas a nadie... isn't Ruben Valentin with Radio KEGL??? ... how about el programa de Enriqueta y Roberto en el canal 20 donde se anuncia que la comida de Guadalajara De Noche en San Francisco 'es tan buena que no mancha (?) and the food is bootiful?' ... by the way, el Organismo Civico Patriotico celebrated el Cinco de Mayo on May 5th and la Comision Honorifica Mexicana on the 6th of May (?) ... (pues ni modo, que le vamos a ser) ... On Saturdays tune in to television Ch. 11 at 12 noon for 'Reportaje Semanal' with Ms Margarita Seredin, co-anchor Rigo Chacon on newscast weekly wrap-up of the news followed by Ch. 36 at 12:30 por Eddie Bojorquez's weekly wrap-up of the news including los domingos... (parece que hay competencia para ser el más Chicano de las noticias) ... Gilbert Garcia de la Cannery Workers Union Local 679 wishes to inform you that your mamas and papas are invited to attend a SENIOR CITIZEN'S INFORMATION DAY on Saturday, May 26th, at San Jose Civic Auditorium from 9:00 a.m. to 4:30 p.m. to learn about social security, medicare, medi-cal, food stamps, unemployment insurance, welfare rights and food subsidy. (Don't bring your folks over if they are getting their fair share). Admission is free, coffee and friendship es gratis all day including door prizes every hour, me dice Gilbert. This information for action is sponsored by Labor's Advisory Committee on Economic, Social Opportunity and Aging and a whole lot of other people who care ... Strawberry pickers wanted, call 225-2575 para la 'pisca' de fresa.

JESS' PLACE



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

AZTECA HALL

El Salon esta Disponible Para
BAILES — BODAS — FIESTAS
15 AÑERAS Etc.

Llame al Telefono
998-0798 o 294-2176

IDA'S TUXEDO RENTAL

292 - 9102

380 S. FIRST ST.

BLACK SUIT
Directors Coat and Vest
Full Dress Suit
Cutaway Coats and Vests

RED, WHITE, BLUE
BLACK & GRAY
KING GEORGE — TOM JONES

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

INCLUDES SHIRT,
TIE, CUFF LINKS,
CUMMERSUNDS,
STUDS AND
SUSPENDERS



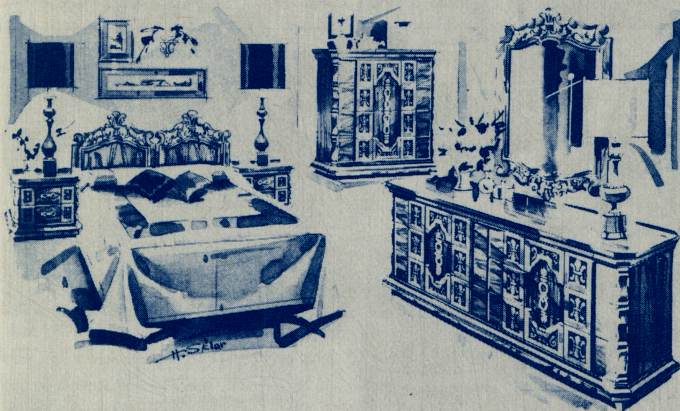
We Rent and Sell Santa Claus Suits

HACIENDA

DISCOUNT FURNITURE

Old World Classic

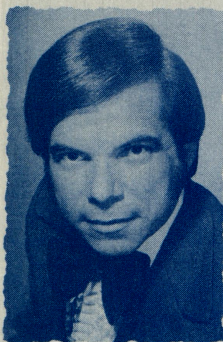
Spanish Styling



5 Pieces Complete

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

\$377.00



RENE DE LUNA
Presidente

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

BUDGET MINDED PRICES WITH EASY TERMS



CANDY VELIZ
Vice - Pres.

298 - 3557

1763 S. FIRST ST.

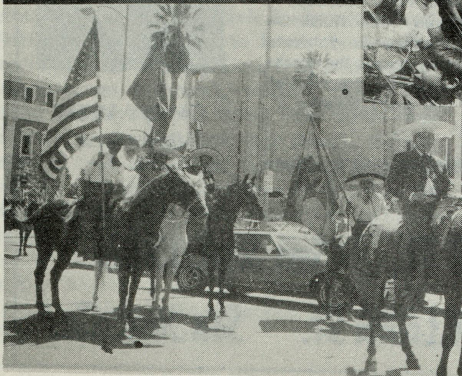
San Jose, Calif.

293 - 0392

960 E. SANTA CLARA ST.

San Jose, Ca.

5th of MAY PARADE — Photos by Rudy Belloumini



MARIA'S COCKTAIL LOUNGE

El Centro Nocturno Mas Elegante
de Toda la Bahia

DANCING Every Week End

The Best Combo in the
Bay Area

A GAY & LIVELY
ATMOSPHERE

295-9872

728 N. 13th St.

San Jose, Ca.



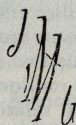
**DAN and MARIA
AGUIRRE, Props.**

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



MAGDALENA es nativa de El Paso, Texas
con residencia en San Jose por 10 años
Atendio a la escuela Overfelt High

JESSE nacio en Austin, Texas, presta sus
servicios en el U.S. Navy en San Francisco
Atendio a la escuela Johnston en Austin.



*Salvador y Magdalena Vela
Jesus y Frances Gonzalez
participan a Ud. el enlace de
su hija e hijo*

Magdalena y Jesse, Jr.

*Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia civil que se verificara
el Sabado 26 de Mayo 1973, a las 4:30 p.m.*

*Japanese Friendship Gardens
1490 Senter Road — San Jose, California*

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



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
 INFORMATION DIVISION • 630 Sansome Street • Room 702
 San Francisco, California 94111 • Telephone (415) 556-6464

PASTA PRODUCTS TO BE PLENTIFUL IN JUNE

Products of the pasta family — like macaroni, spaghetti and noodles — should be available at attractive prices in June, the U. S. Department of Agriculture reports.

These foods—to be featured on USDA's June plentiful foods list — are made from Durum wheat. Supplies of this kind of wheat are well in excess of market needs.

Other foods on the list for June are dry beans, cornmeal, corn grits, and eggs — all of which can stretch your food budget.

Dry beans provide more protein for your money than most other foods. Pinto beans and pea (or navy) beans are most generously abundant and make up two-thirds of the 1972 dry bean crop of 18 million hundredweight.

Eggs, too, are a relatively economical source of high protein, even through June 1973 egg production is expected to be below last year's level. Hard-boiled eggs are great for summer lunches and salads. And just about any food that suits your taste can be used in making omelets, French style.

Cornmeal and corn grits are relatively inexpensive products. Corn grits can be served Southern style, with plenty of melted butter or margarine; or with brown sugar and milk or cream; or with gravy. Production of corn in 1972, at 5.6 billion bushels, was only 2 percent less than the record 1971 crop. White corn is the source of grits.

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

MADAM ZORA

ADIVINADORA



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

295 - 6210

144 S. Second St.



**SIX MUNCE UGO I CUTNT EVN
SPEL PRENTIR . . . AN NOW I ARE ONE.**



**A. ALAN
ALAMEDA**

AGENCIA DE INHUMACIONES

Mission Chapel

RANCADORE & ALAMEDA

SIRVIENDO A LA COLONIA DESDE 1933

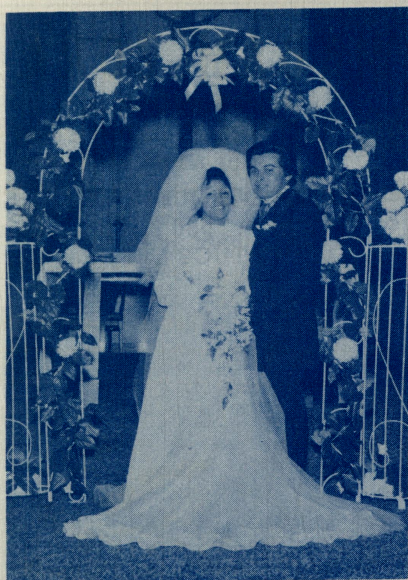
EN QUIEN PUEDE UD,
DEPENDER
EMBALSAMADORES
REGISTRADOS

ABIERTO 24 HORAS
SE
HABLA ESPAÑOL



**ALAN A.
ALAMEDA**

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



Mr. and Mrs. Rogelio Montoya
Mr. and Mrs. Mojica

request the honour of your presence
at the marriage of their
daughter and son

GLORIA and RAY

On Saturday, the eighteenth of November
nineteen hundred and seventy-two,
at three-thirty o'clock in the afternoon

SACRED HEART CHURCH

974 Palm Avenue
San Jose, California

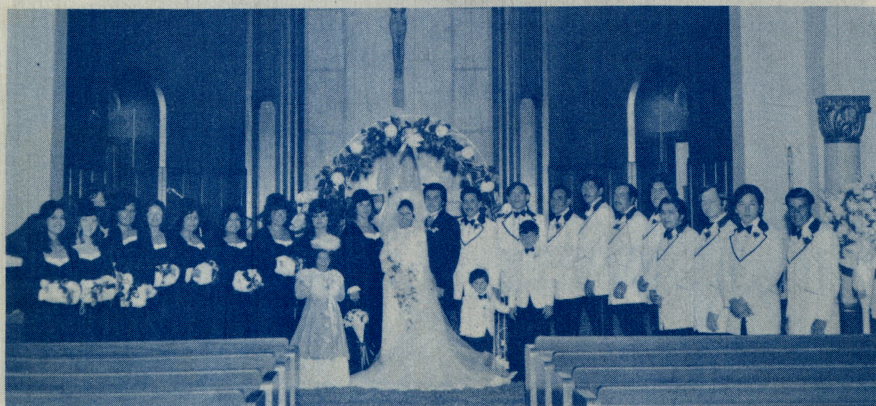


In photo 1 to: Blanca Ramirez, Monica
Linarez, Mary Lou Montoya, Lupe Montoya
Nick Guillen, Julieta Garcia, Eleanor
Tounes, Martha Rodriguez, Martha Vasquez
-Matron of Honor, Elma Lopez (The newly
weds) Gilberto Lopez - Best Man, Gilbert
Palacios, Roman Garcia, Genaro Rodriguez
Gilberto Palacios, Rogelio Montoya, Pete
Guillen, Norman Tounes, Valdo Perez,
and Guillermo Rios.

PAJECITOS:

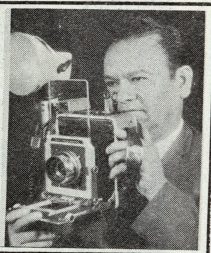
Teresita Contreras, Irene Alaniz, Jesse
Montoya and Gilberto Lopez, Jr.

RECEPTION was held at the Holiday Inn



**El Fotografo
de las
ESTRELLAS**

**RICHARD DIAZ
292 - 3294**



Souvenir Photo
ELVITA

Singing sensation with Los
TIJUANEROS ORCHESTRA
appearing at

ARTURO'S QUIET VILLAGE
293-1010 950 S. FIRST ST.
1/2 YTTUC? Que Paso?



Minority Heritage

First printer a Mexican

by Ramiro Asencio

Augustin V. Zamorano, a Mexican printer, was the first person to introduce true printing to California.

The printer purchased a press from a trading ship captain for \$460. This was to produce the first piece of typography on our Pacific Coast. The first circular printed on this press appeared in Monterey in 1830 and was written in Spanish.

The circular was written in Spanish and announced to the local citizens: "At the printing office of Citizen Augustin V. Zamorano & Company, established in this Capital is offered to serve the public with the greatest exactness and care, receiving all kinds of writing under the rules established by the laws for the liberty of the press...."

The message was printed on a half-

sheet of letter paper with badly worn type. Although Zamorano did not have a great success, his printing office did turn out a number of government proclamations and small booklets which provided him with a small income.

Later, the government sent the press to the Northern Military Department of the Province at Sonoma, Calif. In 1842, the equipment was returned to Monterey, where it remained idle, gathering dust in an abandoned convent, until the American invasion in 1846 during the war with Mexico.

Shortly after the American invasion, during the war with Mexico, the first bi-lingual newspaper, bi-lingual in that it was written in Spanish on one side and in English on the other, appeared in California. It was named the "Californian."



LAS CAZUELAS

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

Lo Mas Selecto y Delicioso
En Comidas Mexicanas

Carmen Gonzalez, Prop.

297-6370 30 S. SECOND ST.



MARYESTHER'S

BOOKKEEPING SERVICE

Taxes - Notary - Payroll - Quarterlies Union Reports etc.

Members of the Minority Contractors
of San Jose

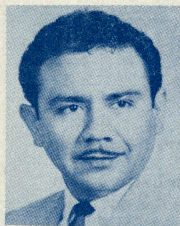
Member of the California Association of Tax Practitioners

3144 STORY ROAD

Tel. 251 - 0400

251 - 5552

San Jose, California



Club San Felipe



Candy Veliz

Summer is here and I think I'll set a Sun Tan, Mas???

Rumors are flying that the "Tropicana Lounge" on Story & King will soon be open again by the lovely blonde, Mary Crawford. I'll check it out and if it's confirmed you shall know. If indeed Miss Crawford opens the Tropicana Lounge we are going to wish her luck and success.



Photo shows Gilbert Ramos Linda (Gavachita) Garcia and Josie Valdez.

Here is Gilbert Ramos El Rey Del No No, because he always says yes when you buy a car at notores Gilbert Ramos. If it's confusing to you, because no means yes; don't worry about it. The important thing is to buy a car from Gilberto.

Would you believe that I ran into our good friends Daniel Boone. And to keep everything in prospective, he is selling real estate with Pioneer Realty. And all the time I thought Daniel Boone was fighting the Indians in Wounded Knee.

Arturo's Quiet Village, 950 So. First St. in San Jose has the finest music in town, and that's for sure. Bailamos.

If you're tired of Watergate, so am I; but just remember that the Democrats are just as bad as the Republicans. They just haven't been caught.

If you need a janitor don't fret. Just call Guadalupe Calderon at 251-7656. He is your man for Janitorial Service and at a very reasonable rate.

GOSSIP

Robert Herdandez, "Mr. Sax" not sex, is going steady and straight as an arrow. And all the credit goes to his girl since he had to leave a Harlem and that ain't easy, so he tells me.



Juan Antonio Garces is a radio announcer with radio station KAZA and a damn good one at that. He is a very good singer and has a good personality, with many other assets. All he has to do is cool it and he is in.

Photo by Richard Diaz

WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110

SIMON'S BEAUTY SALON



TEDDY

Salon de Belleza
Mexicano

Complete Beauty
SERVICE

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

Tel. 295-5391 - 1210 E. Santa Clara St.

SUB-BIDS REQUESTED

ALL TRADES

CONSTRUCTION OF EVERGREEN VALLEY COLLEGE,
SAN JOSE COMMUNITY COLLEGE DISTRICT, SAN JOSE

Sub-bids from Minority Contractors Encouraged

BIDS DUE: TUESDAY, JUNE 12, 1973, 2:00 P.M.

Plans available: Daily Pacific Builder Planroom, San Francisco; Builders Exchange in San Francisco, Santa Clara, and Alameda County; International Brotherhood Office, Richmond and F. P. Lathrop Construction Company Planroom, Emeryville.

F. P. LATHROP CONSTRUCTION CO.

5801 Christie Avenue #600

Baybridge Office Plaza

Emeryville, California 94608

415/653-8730

EQUAL OPPORTUNITY EMPLOYER

Contractor's License #133719

Marglads

Monday, Tues. Wednesday & Friday

9:30 a.m. to 5:30 p.m.

THURSDAY 12:00 to 9:00 p.m.

SATURDAY 9:30 a.m. to 5:00 p.m.

BRIDAL SALON

Is famous for individual attention

WEDDING GOWNS

BRIDESMAID GOWNS

MOTHER OF THE BRIDE

PROM DRESSES

PRESENTATIONS

294 - 0755

(Free Parking In Rear)

1202 THE ALAMEDA

La Rosa Pharmacy

IN DOWNTOWN SAN JOSE SINCE 1945

We Speak Spanish & Portuguese

- FREE DELIVERIES -

- PRESCRIPTION SPECIALISTS -

294-5030

56 W. SANTA CLARA



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

HYPO ALLERGENIC
COSMETICS



¡Soluciones!

PERO ¿A CUAL PROBLEMA?

Se habla mucho de soluciones, pero nadie quiere reconocer qué es el problema



COMENTARIOS



PEDRO DILLON

ESTABAN PRESENTES 20 periodistas, las cámaras de tres canales de televisión, los micrófonos de cinco cadenas radiales y una multitud de más de 30.000 personas. Era una típica concentración política.

Los oradores ofrecieron solución tras solución a los problemas de la patria, y del mundo. El aplauso del público indicó que, por lo menos para la gente, los discursos fueron bastante acertados.

Pero lo lamentable fue que nadie, ni el orador más popular, se atrevía a decir qué era el problema fundamental al cual buscaban soluciones.

Hablaron de la falta de patriotismo, de la precaria situación económica, de la violencia y la desigual distribución de los bienes y de la opresión de parte de las grandes empresas internacionales. Pero todos estos eran síntomas, nada más. No es extraño, entonces, que los mejores planes políticos generalmente fracasan. Un médico que no sabe qué es la enfermedad actúa con gran desventaja en el tratamiento.

La prosperidad de un país y el bienestar de sus ciudadanos no depende tanto de la ideología del partido, ni de la forma del gobierno, sino del carácter de la gente. El problema fundamental es la actitud de pesimismo y egoísmo de trabajadores, comerciantes, profesionales, empresarios y padres de familia. Detrás de cada fracaso en la vida nacional está la avaricia y la corrupción, y detrás de cada triunfo está un cuerpo de estadistas honrados, disciplinados y desinteresados. Ningún sistema económico puede prosperar mientras la gente carece de respeto y amor por el prójimo y mientras todos buscan enriquecerse sin mayor esfuerzo. Ni los préstamos más liberales de la banca mundial, ni la técnica moderna, puede reemplazar los valores morales y espirituales dentro de una cultura.

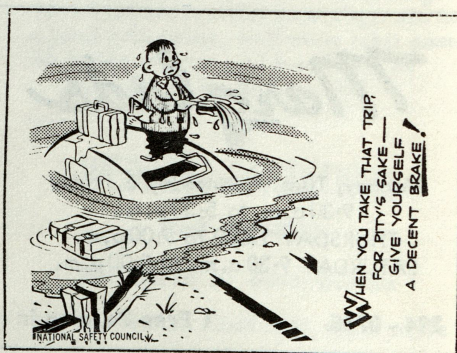
El problema, entonces, radica en el corazón del hombre, y la decadencia de la situación mundial de hoy se debe a la pérdida de los valores espirituales en el hogar, en el aula, en el mercado, en los tribunales, y en gran parte a un mensaje desacertado desde el mismo templo.



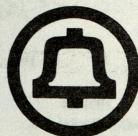
Como acontece en muchos otros campos, aquí también la solución es evidente a través del análisis del problema. Durante la historia, en tiempos de crisis nacional, siempre ha figurado en forma notable la actitud del pueblo hacia Dios. Y en algunos casos conocidos, por medio de un hombre "profeta" o un movimiento espiritual, se salvaron las instituciones y el orden. Una parte de la gente se apartó de su indiferencia y volvió a la adoración de Dios.

Tal vez sean necesarios los discursos políticos y la actuación de gobernantes, pero al final de cuentas, las soluciones dependen de situaciones más fundamentales—los valores morales de los ciudadanos, los suyos y los míos.

¿Dónde está ese "profeta" que necesitamos, y ese movimiento?



PACIFIC TELEPHONE



An Equal Opportunity
Employer

"POLO MOTORS"

999 ALMADEN AVE.

San Jose, California

Telefono 292 - 1598

• CARS • WAGONS • TRUCKS

COMPRE LO MEJOR para UD. y SU FAMILIA
NUESTRA REPUTACION es SU GARANTIA !



COUNTY SOCIAL WORKER MARY CHARLES is congratulated by Chairman Ralph H. Mehrkens, County Board of Super-

visors on winning the prized Koshland Practitioner's Award.

FERNANDO'S HIDE - AWAY

Baile Los VIERNES y SABADOS
desde las 9:00 p.m.

TODOS LOS DOMINGOS
desde las 8:00 p.m.

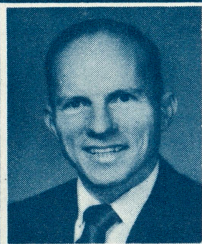
Conjunto BRONZE SOUL

Percussions: Rudy Rosales
Keyboard: Juan Armando

Abierto diariamente de 11 a 2 a.m.

293 - 9788 Fernando Calderon, Prop. 1347 E. Julian St.





FILOSOFIA POETICA

+++

Francisco A. Sierra

*Cuatro Siglos Antes y Medio Siglo Después del
20 de Mayo de 1902*

I

*Cuba era de sus nativos
en sus tiempos primitivos
con sus guanajatabeyes,
taínos y siboneyes.
Eran lentos sus progresos
pero con limpios procesos;
y así 'evolucionó' entonces
hasta 1511.*

*Fuerza colonial llegó
y la revolucionó.*

*Prometió' diciendo España
no usar ni odio ni saña
Por resultó' eslabón
de una concatenación
del abuso ultramarino:
quemó' vivo a un gran taíno,
se apoderó' de las tierras
y persiguió' hasta las sierras
a cuantos creyó' traidores;
y alterando los valores
de la "santa inquisición"
la usó' para destrucción.*

II

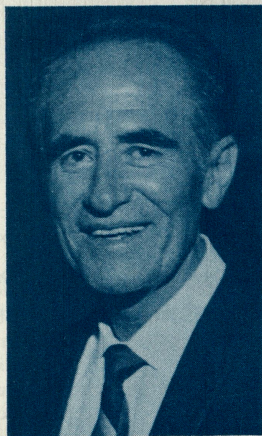
*Cuba tenía propias manos
en tiempos republicanos
con libre-empresa, elecciones,
turismo, fe y religiones.
Aunque era turbio el proceso
no había un extremismo exceso;
y la libertad que hubo
como medio siglo estuvo.*

*Fuerza castrense llegó
y la revolucionó.*

*Prometió' sin decir "rusia"
que no haría campaña sucia.
Pero resultó' eslabón
de una concatenación
cual guerrillas ruso-chinas
que redujo las cocinas
comenzando por las sierras;
se fusiló' en propias tierras
muchos cubanos varones;
y al ver tantas sinrazones
pregunto en mi conclusión:
¿Seguirá' la destrucción?*

GARCIA PRINTING

TALLER DE IMPRENTA
MEXICANO



IMPRENTA - LITOGRAFIA

Servicio de INTERTIPO

★ INVITACIONES

★ CARTULINAS

★ FOLLETOS

FOR YOUR

WEDDING INVITATIONS

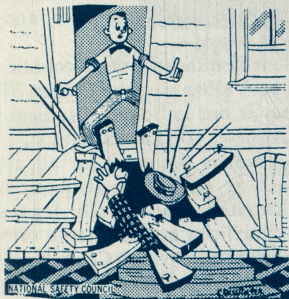
Talleres de la Revista EXCENTRICO

Humberto Garcia, Director

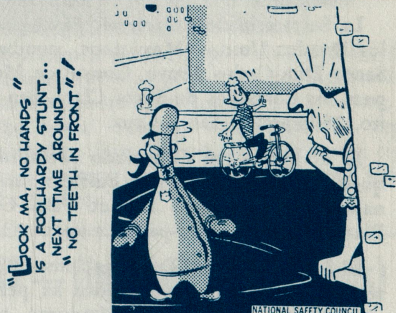
292 - 4273

274 TERRAINE ST.

SAN JOSE, CALIF.



EXAMINE LOOSE PORCH SLATS.
MAKE CERTAIN THEY'RE TIGHT--
ENTERTAINING IN CELLARS
JUST ISN'T POLITE!



LOOK MA, NO HANDS...
IS A FOOLHARDY STUNT...
NEXT TIME AROUND...
NO TEETH IN FRONT!

El Excentrico

PLEASE REMIT **\$4.00**

Check — Money Order —

FOR ONE YEAR'S SUBSCRIPTION

274 Terraine St. San Jose, Calif. 95110

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

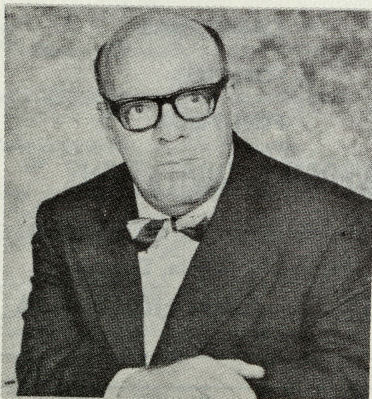
— SUBSCRIPTION BLANK —



por
*Daniel
Saldaña*



NUEVO CONSUL DE MEXICO EN SAN JOSE



La Secretaria de Relaciones Exteriores de los Estados Unidos Mexicanos, nombro al Senor Don Carlos Troyo, Consul de Mexico para los Condados de Santa Clara, San Benito, Monterey y Santa Cruz.

El domicilio del Consulado Mexicano ha quedado establecido en el Edificio San Fernando, en el numero 100 de Park Center Plaza, cuarto piso despacho numero 431.

El Sr. Don Carlos Troyo es consul de carrera y durante veinticinco años ha pertenecido al Servicio Consular Mexicano, representando a Mexico en Nueva New York, N.Y., La Habana, Cuba, Panama, Rep. de Panama. San Salvador, Rep. del Salvador. Puerto Principe, Haiti. Lisboa, Portugal. El Paso, Texas. Fresno, California. y actualmente en San Jose, California. Ademas del Sr. Consul Don Carlos Troyo, esta como Vice consul el Sr. Don Bellarmino Castellanos, persona ampliamente conocida en San Jose y en San Francisco, por haber prestado sus servicios durante varios años en ambos consulados mexicanos.

El Sr. Consul Don Carlos Troyo, por medio de las columnas del EXCENTRICO envia un afectuoso saludo a toda la colonia

mexicana de los Condados que estan bajo su jurisdiccion y manifiesta a la vez que tiene el mayor interes en ayudar a todas las personas que tengan que tramitar algun asunto relacionado con el consulado a su cargo.

EL EXCENTRICO extiende una cordial bienvenida al Sr. Consul Don Carlos Troyo lo mismo que a su senora esposa Sra Dona Carmen Rosas de Troyo y a sus hijos Carlos y Rogelio. EL EXCENTRICO tambien hace extensiva su bienvenida al Vice consul Sr. Don Bellarmino Castellanos, a su Sra. esposa y familia.



Alcoholics To Agnews, Not Jail, After May 15

The Santa Clara County Alcoholic treatment program known as the "Agnews Plan" is approaching its projected opening date of May 15, 1973, and volunteer drivers, clerical assistants and aides are needed, according to Jerome Becker, County alcoholism coordinator. If interested phone 287-5890.

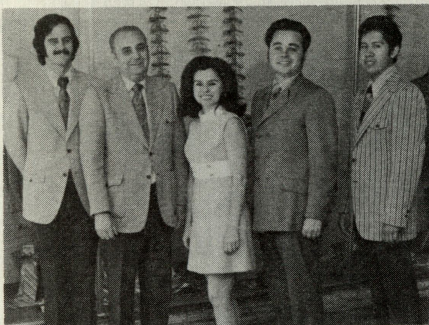
After that date inebriates will be taken to one of seven alcohol service centers instead of to jail. Once at the service center the client will be examined by a doctor who will determine the need for medical detoxification, the extent of any physical injuries, and obvious medical needs.

If treatment is indicated the alcoholic will be referred to Valley Medical Center. When an emergency is not indicated the client will be sent to Agnews, Becker explained.

"The program is designed for all classes of alcoholics," he said. "The alcoholic is regarded as sick rather than morally degenerate or criminal. Facilities now available through the County Alcohol Service Centers will be utilized for outpatient follow-up."

Services will be provided through the center to which the client upon his discharge from Agnews will be referred. Included are marital and family counselling, vocational and employment rehabilitation, individual or group therapy, personal health and housing problems, a day treatment program and referral to other agencies that have special programs not provided by the County.

Alcoholic Service Centers are located on Central Way at Valley Medical Center; 270 Grant Ave., Palo Alto; 660 S. Fair Oaks Ave., Sunnyvale; 85 Notre Dame Ave., San Jose; 1989 McKee Rd., East San Jose; 14195 Capri Dr., Los Gatos; 650 W. Fifth St., Gilroy, and 80 Highland Ave., San Martin.



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

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

293-3236

86 S. FIRST ST.

OAKRIDGE MALL

933 Blossom Hill Rd.

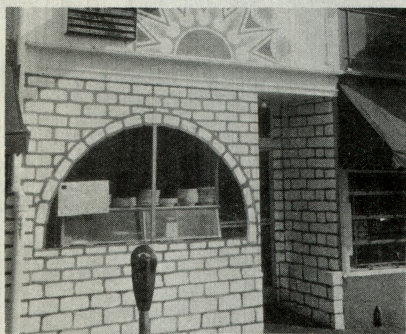


SENIORS INFO

Chairman Ralph H. Mehrkens, second from left, chairman of the County Board of Supervisors, congratulates Harold Faulk, senior citizen leader on plans for "Senior Citizens Information Day." The day has been

proclaimed by the Supervisors and the City Council for May 26 in the Civic Auditorium. Among those participating in the event are the Social Security Administration, represented by Dist. Mgr. Laverne Saxbury, right, and various labor leaders including Joseph La Barbera, left.

LAS GORDITAS RESTAURANT — (International Foods)



49 POST STREET

Would you like to taste Real
MEXICAN FOOD

In the South of the Border Style?

Try our GORDITAS de Pollo,

Picadillo, Chicharrones,

Frijoles, etc.

En Salsa Especial!

FOR HOT FOOD TO GO
Call 295 - 5180

David and Maria Angelina Narvaez,
Props.

Teatro LIBERTY

TONY D. MARIA Gte.

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

MIERCOLES SOLAMENTE

16 de MAYO

DOMINGO-LUNES-MARTES

20-21-22 de MAYO

PREMIERE



JUEVES-VIERNES-SABADO

17-18-19 de MAYO



- ADEMAS -

