

El Excentrico

28th Year, No. 1/April 5, 1977

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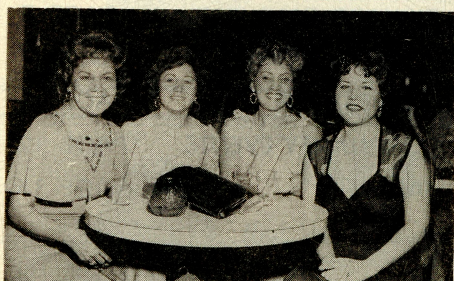
Richard Diaz



EL FOTOGRAFO DE LAS ESTRELLAS ★★★ 292-3294



The Over The Hill Gang—Daniel Alonso, Gilberto Ramos and Harry Evans were in cahoots again at their old stomping grounds, The Starlite Ballroom.

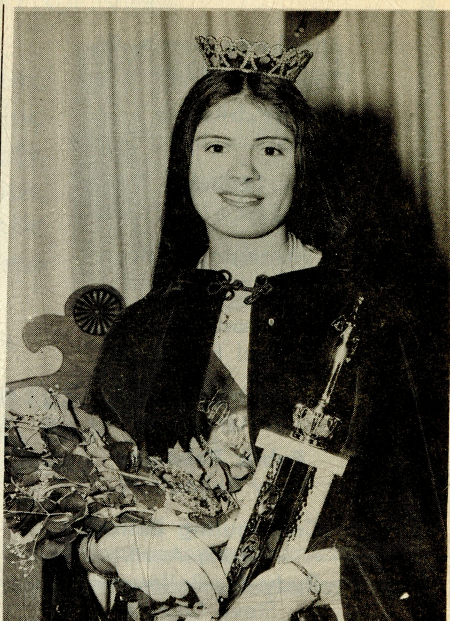


FOUR MEXICAN BEAUTIES!!!

Margaret Valles from Hollister, a member in good standing of Imperial Valley of California. Lola Alfaro from San Jose. Aurora Garcia from San Jose and Rosie Linares also from San Jose.



Chayito Valdez and Pablo Contreras are shown at the recent "Ullvia De Estrellas" at the Civic Auditorium, in San Francisco.



G.I. FORUM CROWNS NEW QUEEN

Linda Valdez, 17 year old and the youngest contestant, took the crown with her winning smile and her moving speech. She said she was proud of her Mexican-American heritage and proud to see her people becoming involved in social, economic and political matters. She added that she felt satisfaction in seeing the Mexican-American demand recognition.

Linda attends Pioneer High in San Jose. She sings, dances and is a white belt in karate. Her ambition is to become a dentist. Linda is daughter to the Cantante "La Paloma Del Norte" Alicia Artega, a highly esteemed member of the Imperial Valley of California Club.

El Excéntrico

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Founder 1949 to 1974

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Letters to the Editor, comments and story suggestions are welcomed and encouraged.

El Excéntrico Business Office is located at 274 Terraine Street, San Jose, California 95110; Phone 294-4040.

DEAR EXCENTRICO READERS:

WE ARE VERY PROUD TO ANNOUNCE THAT WITH THIS ISSUE, WE COMMENCE OUR 28TH YEAR OF PUBLICATION. ON BEHALF OF OUR STAFF, WE WISH TO THANK YOU, OUR READERS, FOR THEIR SUPPORT AND ENCOURAGEMENT THROUGHOUT THE YEARS.

PUBLISHERS,
BERT & MARC GARCIA

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SPORTS/DEPORTE

Zarate vs. Zamora

Alfonso Zamora y Carlos Zarate, son los dos mas grandes noqueadores de la historia del boxeo mundial?

La respuesta es, si.

Mexico mantiene el primero y segundo lugar entre los pegadores mas positivos de todos los tiempos.

Zamora tiene un record perfecto de 28 K.O.'s consecutivos con un promedio de 1.000 Su oponente del proximo 23 de abril en el Forum lo sigue estrechmente con un promedio de .978. Zarate gano por nocaut 45 de sus 46 combates.

Los dos campeones mundiales gallos, Zamora (WBA) y Zarate (WBC) traen a la realidad aquello de "todo lo bueno viene en pequeños tamanos".

Boxeador	Peleas	KO's	Promedio
Alfonso Zamora	28	28	1.000
Carlos Zarate	46	45	.978
George Foreman	45	40	.889
Rocky Marciano	49	43	.878
Danny Lopez	35	30	.857
Ruben Olivares	88	72	.818
Roberto Duran	56	45	.803

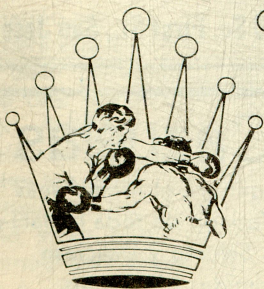
La empresa de J and J Sports presentara a ustedes la pelea de los invictos campeones Carlos Zarate (WBC) y Alfonso Zamora (WBA) por circuito serrado abril 23, 1977. Se estara presentando en el San José Civil Auditorium.

BOXING

BATTLE OF CHAMPIONS

Carlos Zarate vs. Alfonso Zamora

On Closed Circuit TV



Saturday, April 23, 1977

2:00 P.M.

Tickets on Sale at

CARROLL & BISHOP/TOP HAT

San José Civic Auditorium — Tickets \$10.00

a J&J Sports Production

Afonso Zamora and Carlos Zarate, the two reigning world bantamweight champions, have signed to meet in a 10-round bout at 2 p.m., Saturday, April 23, at the Fabulous Forum.

The bout will be shown at the San José Civic Auditorium on closed circuit T.V.

Weight for the bout has been set at 120 pounds and each titleholder will receive a guarantee of \$125,000.

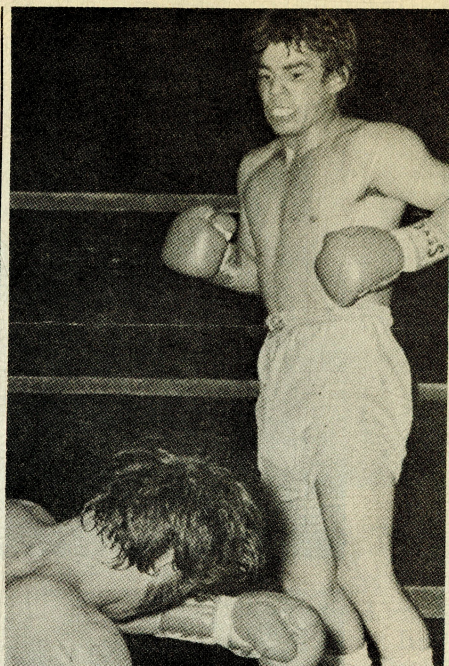
This is the first time since the World Boxing Association and World Boxing Council were formed that two champions have set in a non-title match.

Zamora, the WBA titlist, is unbeaten in 28 fights—scoring 28 knockouts. He won the championship at The Forum, March 14, 1975 when he KO'ed Korea's Soo Hwan Hong in four rounds.

Zarate, the WBC monarch, is unbeaten with 44 wins, 43 knockouts. He acquired his title May 8, 1976, stopping Rodolfo Martinez in nine rounds at The Forum.

Both boxers live in Mexico City.

The bout will be a co-promotion between The Forum and Pronesa of Mexico City.



DOWN AND OUT — Afonso Zamora drops Korea's Soo Hwan Hong to win the World Boxing Association (WBA) bantamweight championship. He will meet Carlos Zarate, the World Boxing Council (WBC) bantamweight champion, at The Forum on April 23.

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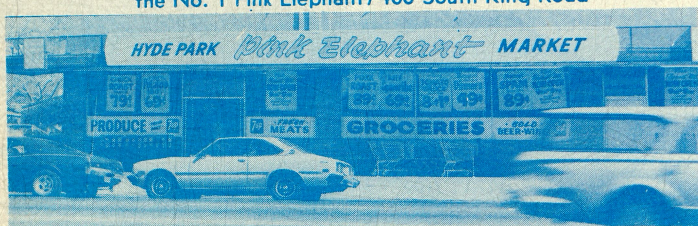
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Noted Chicano Poets to Appear At SJSU

Lucha Corpi Hernandez and Abelardo Delgado, two noted Mexican-American poets involved with Chicano studies and literary efforts, will appear at a free public reading Wednesday, April 20, at San Jose State University.

The reading is slated for 8:30 p.m. in the Umunhum Room of the Student Union.

Hernandez, a native of Mexico and an Oakland resident for the past 12 years, has written for two new journals, "De Colores" and "Fuego de Aztlan," and her poems have appeared in two published anthologies, "The Other Voice: Third World Women Poets" and "Fire Flight: Three Latin American Poets."

A graduate of the University of California at Berkeley, she has taught English to Spanish-speaking children in Oakland public schools since 1973.



Delgado has published four books of poetry, including "Mortal Sin Kit" and "Chicano: 25 Pieces of a Chicano Mind" and collections of prose. Listed in the International Who's Who in Poetry, Delgado has long been active in Chicano political and social movements.

A graduate of the University of Texas at El Paso, he teaches in Chicano Studies at the University of Utah.

Hernandez and Delgado are the seventh and eighth poets to appear at the Campus-Community Poetry Festival, a series of public readings by well-known, contemporary poets sponsored by SJSU, the Fine Arts Commission of San Jose and various other city and University organizations.

Following them will be William Sylvester, former director of the Electric Poetry Workshop in Buffalo, N.Y. He will appear at a free public reading at 8:30 p.m., Wednesday, April 27, in the Umunhum Room.

Further information is available through the Office of Continuing Education, 277-2182.



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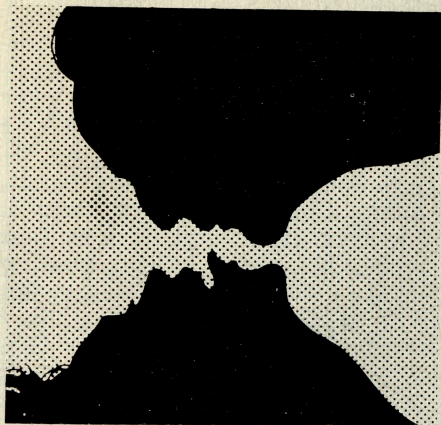
Iz. a der Robert, Lee, Bernie, Oliver
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Fellini's Casanova

Period Drama. A Universal Release of an Alberto Grimaldi Production. Written and directed by Federico Fellini. Music by Nino Rota. Stars Donald Sutherland. Running time: 180 minutes; MPAA rating: R.

Fellini's newest film is here! It is his first film in two years since the Academy Award winning *Amarcord* and turns out to be well worth waiting for. Fellini has tackled and condensed Giacomo Cassanova's life that he personally wrote in twelve "short" volumes and turned it into one of Fellini's best works.

The story concerns the famous Cassanova who literally 'got it on' with everyone who was any one during 15th Century Italy. The film takes our "Hero" from young manhood to his deathbed, during the run of the film we see Cassanova go from one 'fling to the next with nary a 'crack' in-between. In fact he is such a

BY TONY SAENZ

horny character that the "crack of dawn" isn't safe. But with all that Cassanova has he is never happy. He is a man that has everything and anything except all that is real. In fact on his death bed as he remembers his life the 'real' things that came to him in his life he through away for fear of letting 'something better go by'.

The film is beautifully directed by Fellini, unlike some of his more avant garde film of the past, *8 1/2* and *Juilette of the Spirits* in particular, he goes on a simple drama narrative, not using any heavy symbolism. As for Cassanova himself, he is superb. Donald Sutherland turns in a powerful performance, something very different from the characters he has done in the past. All in all, Fellini has done a marvelous job and in such in simple straight forward way.

Now playing at the Saratoga Six, El Paseo de Saratoga in San Jose.

Recommended

"ROCKY" — Century 21, San Jose.

"Silver Streak" — Century 22 San Jose and Old Mill Six in Mt. View.

"STAR IS BORN" — Fox Town & Country, San Jose.

"FREAKY FRIDAY" — Century 22, San Jose and Old Mill Six, Mt. View.

"ALL THE PRESIDENT'S MEN" — Century 23, San Jose.

"THE PINK PANTHER STRIKES AGAIN" — Meridian Quad, Saratoga Six, El Paseo de Saratoga, San Jose.

COMMUNITY EVENTS



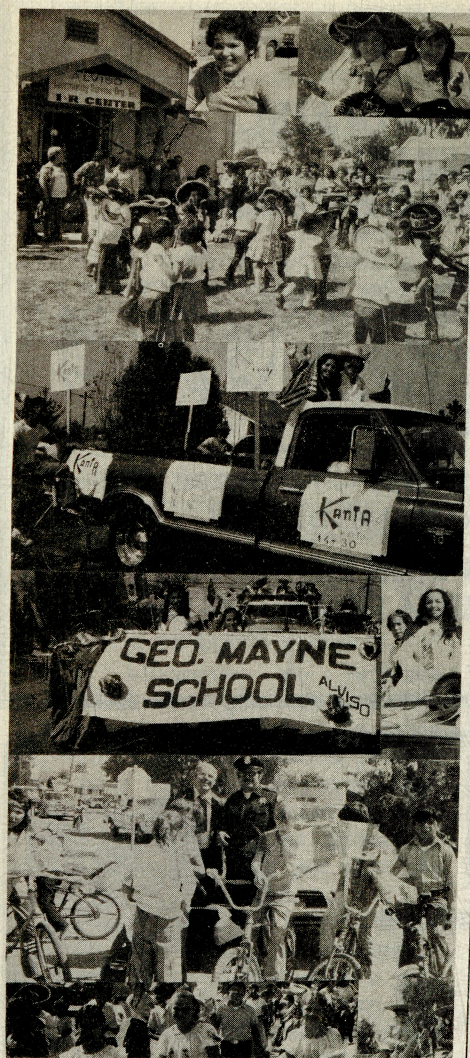
BY RUDY G. BELLUOMINI

"El orgullo es algo que tenemos. Lo que los demas tienen es vanidad." Pride is something we have. What others have is vanity.

Los VETERANOS DE LA REVOLUCION MEXICANA, 1910-1920 Inc., with the blessings of the CONFEDERACION DE LA RAZA UNIDA's Presidenta Ernestina Garcia is heading off the Cinco De Mayo Patriotic Celebration and Parade on Sunday, May 8, Mother's Day. What better way to celebrate Mother's Day then to have su madrecita enjoy herself on two very special days at the same time??? Nuestra madrecita de la Revolucion Mexicana, Tenienta Angelina Vasquez, who by the way, is 91 years old and still at it, would like to invite a toda su familia to participate as a concerned citizen of the United

States and those of Mexican ancestry in observing the 115th anniversary of Mexico's victory over the French soldiers in the Battle of Puebla in 1862. Also an invitation is given to marching bands, drum and bugle corps, charros, cowboys, clubs, organizations and others interested in participating in the gala parade to call the San Jose Mexican American Chamber of Commerce at 288-7727 as soon as possible, once all five divisions are filled, that's it. Don't be left out!!! Latest listing of parade participants will be mentioned in the next issue of su revista, El Ex-céntrico. En la foto is Tenienta y Presidenta de los VETERANOS DE LA REVOLUCION MEXICANA, 1910-1920 and her soldiers. "Una revolución es una empresa heroica, cuyos autores marchan entre el suplicio y la inmortalidad."—Saint-Just.





Alviso, California is also getting prepared to celebrate the Cinco De Mayo Fiestas Patrioticas with a gran defile and jamaica on Saturday, May 7. If your group is interested in participating, call Ed Carranza, Parade Chairman at 262-4714 or 292-0745.

In the fotos are some highlights of last year's Alviso parade. "No hay nada bello sino lo verdadero." —Boileau.

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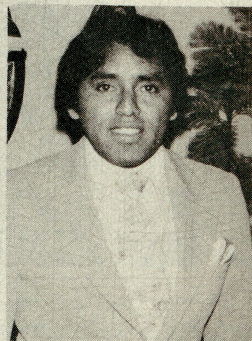
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Los alimentos de primera necesidad, los que consume la mayoría de las personas de bajos ingresos, deben de sostener precios tope para que esas mayorias puedan tener una alimentación adecuada y sus energías físicas y mentales no mermen por una inadecuada alimentación.

La habitación, la que ocupan personas o familias de modestos recursos, debe mantenerse a un nivel que esté de acuerdo con sus entradas, con la mínima amplitud necesaria para descansar y los servicios higiénicos y sanitarios indispensables.

Los servicios de médicos y medicinas deben de mantenerse a un precio que esten al alcance de las mayorias que disponen de bajos ingresos y que no pueden atender a su salud por los altos precios de doctores, hospitales y medicinas, resultando con ello el deterioro de su capacidad productiva.

Aquí en el país de mayor potencial económico en el mundo,

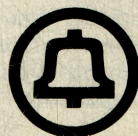
millones de personas viven en la miseria; a fuerza de rudos trabajos consiguen el pobre sustento que no les repone adecuadamente las energías; la incomoda habitación en que viven no les proporciona el descanso apropiado que el organismo necesita, ni disponen de los servicios higiénicos y de salubridad indispensables para que su salud no sea amenazada; miles mueren por falta de atención médica y de medicinas que sus magros recursos no les permiten adquirir.

En otros países el cuadro es alarmante en mayores proporciones y la miseria es el estado natural de todos los habitantes del país con muy contadas excepciones.

Creo que es deber de los gobiernos establecer leyes que garanticen to de vista higiénico y una atenuada alimentación nutritiva, una habitación saludable desde el punto de médico y medicinas que garanticen su salud; un pueblo hambriento y enfermizo es nidero de rebeldias.

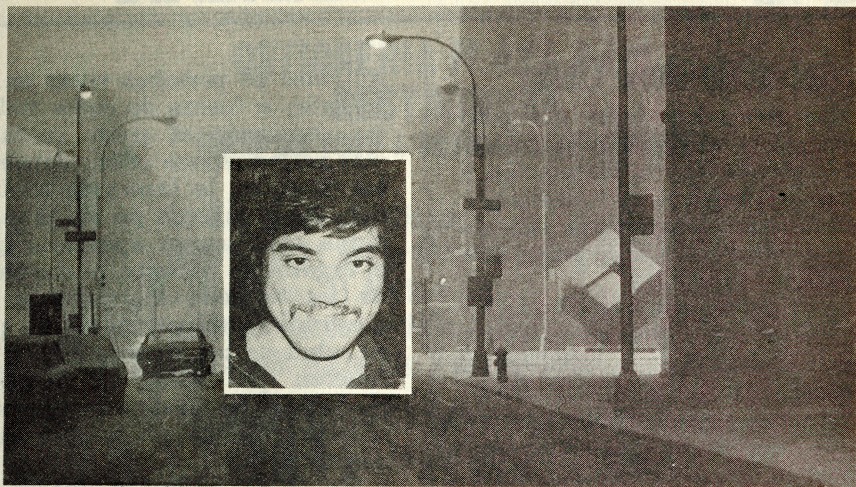
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On Freddie Prinze's



A REFLECTION

A group of young men shuffle about under a street light somewhere in the Manhattan Barrio of New York. Past amongst them is whatever kick is available or affordable from this evening's collection. The ritual is interrupted by a figure breaking from the shadows.

"Hey man, is that Fred kicking this way?"

"Yeah, man, that's Freddy. You can see him flashing those silly-ass ivories of his."

The young Latino saunters up to the group, grins and nods to a few of his peers, and then simply rocks back and forth.

"Yeah Fred, we were starting to give up hope on you. You ain't been around much lately. I was starting to think you felt too smooth to associate with us rogues."

A few smiles emerge onto the faces of those ranking highest in the pecking order; the others at the latter end of the sequence re-

straining themselves from any false moves, unwilling to overstep their boundaries.

An answer would be forthcoming, but for now it was sufficient to await the rebuttal while passing the White Port.

"... Yeah, well," Freddie answers finally, pacing his words carefully, "you must be thinking through your butt, cause your head knows better."

Freddie Prinze had always known it wasn't so much what you said, but how you said it. He had once stated in an interview, "The thing with my material, anybody could have thought of it . . . like 'it's na my job', my funniest line supposedly. To just write it down on paper, it's not really funny. It's all in the delivery."

He had it half right. The other part was that he touched on truths that he had found while scratching and hustling his way up from a Manhattan Barrio. For Anglos, his routines were an education; for Latinos, he provided the medium to laugh at oneself.

Last Street Corner.

The group shifts around again, sensing that the evening will provide more verbal assaults and possibly other events.

Continuing to rock slowly back and forth, while retaining his confidence from his last delivery. Prinze hones in on one whom he felt had derived too much pleasure from his early mocking.

"What happened to you, Frank? You look like you've been in a fight."

Sensing the drift, Frank hesitates before saying anything, but street etiquette demands a reply . . . "Nah."

Prinze hammers away, ". . . Yeah, Frankie, I hear you got into a hatchet fight."

For the moment ego overcomes Frank's suspicions and he submits to the street glory association of violence with weapons . . . "Yeah, well . . ."

" . . . and I see everyone had a hatchet but you."

It was over. The cut had been delivered. The smiles would now be worn by Prinze's backers. But only momentarily. Another had taken up where Frank had been felled. Antonio had retrieved the gauntlet.

"Look out," Antonio began, "Alfredo here is growing a Fu-Man-Chu or is it an 'Emiliano Zapata'?"

"Neither. I just figured if your mother can grow one, so can I."

Prinze had crossed sacred ground. Whether or not he felt justified, he was beyond the boundries of street etiquette. He had now stepped into No Man's Land.

A voice from the circle emerged before the game took on other rules. "Hey Fred, lighten up man." No doubt it was the voice of a friend.

The smiles returned to the young faces, but the heat remained in their eyes.

Girls crossing a nearby street buffered the situation. Girls were always instinctive targets for cracking wise. The solicitations varied in nature, but generally wound up down and out insults after the more amorous cries generated no response. This night ". . . see ya later when you're legs get a little straighter," was the trailing refrain.

It was time to go. There was nothing more to be lost or gained. Flashing a grin to take the edge off the night, Freddie backed away from the group and nodded, saying, "See you dudes later."

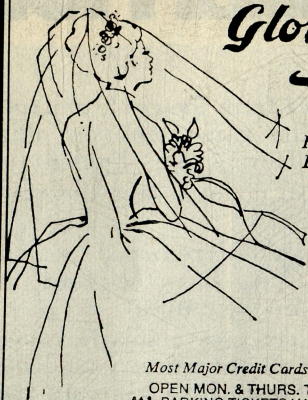
Back came the replies, "Yeah man, see ya later . . . Hey, take it easy dude." Also present were a few silent stares.

His rangy figure stepped out of the glow and back into the shadows, surfacing now and then as he crossed under the muted Barrio street lamps.

When asked once if he ever missed the old days and places, he replied, "There's nothing to miss, man, nothing."

Freddie Prinze never looked back. Maybe he should have. Just maybe . . .

BY JOAQUIN RAMOS



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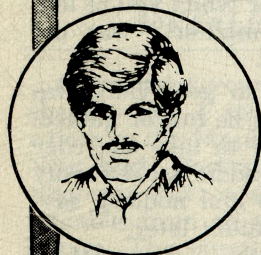
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SENATOR ALQUIST ON GENTLEMAN AND MONEY.
SMOKEY THE BEAR AND OTHER SUBJECTS IN HIS
APPEARANCE AT THE LATIN AMERICAN LIONS CLUB.

Mr. Chairman, Ladies and Gentlemen:

Thank you for inviting Mai and me to join you on this very pleasant and significant occasion. And thanks to my good friend, Dr. duction.

John De Heras for that nice intro-

You know, in spite of what some people say, John is a mighty fine gentleman. A mutual friend of ours told me he had back trouble and went to see the good doctor. Our friend was quickly cured and felt very grateful. He kept looking for John's bill to come in the mail. A month passed. No bill. Another month. Still no bill.

Finally one day he ran into John at a Lions Club meeting and said: "Say, how come you never sent me a bill for that treatment?"

John said: "It is my policy never to ask a gentleman for money."

And our friend replied: "That's very flattering, but how would you manage if I don't pay?"

"Well," John answered, "after a certain time I would conclude that you're not a gentleman—and then I'd ask you for the money."

Seriously, it's good to see John and many other friends tonight and to take part in your installation ceremonies.

After a typical week in Sacramento hearing about all the problems we face in California, it's a pleasure to be among such nice people involved in such worth-

while organizations as the Latin American Lions Club.

I think it is symbolic of what's good about our country and our state that there are so many successful business and professional people here tonight—living proof that this is still a land of opportunity.

But even more significant is the fact that you are here as participants in an organization dedicated to volunteer service to your communities and to your fellow men,

And it's good to see your wives here with you, backing you up in your club endeavors. I'm reminded of the story of the young man who was in training to sell vacuum cleaners. His boss suggested that he go home and try out his sales pitch on his wife. The next morning the boss asked him how he got along.

"I did what you told me," the young man said. "And when I finished, I asked my wife, well, what do you think? Would you buy it?" She said, 'Yes.' Then I asked her why. She replied, 'Because I love you.'"

I'm sure it's not just because love you that your wives came along tonight, and it was certainly not to hear me speak. I believe it's because they appreciate the importance of your participation in this organization.

Many people who don't belong to service clubs, and perhaps a few who do, fail to realize the really vital role that organizations such

as this play in our society—not just to its members, but to the community at large.

Service clubs were invented in America early in this century and are now spread around the free world—and, in my opinion, they do a lot to help promote the spirit of freedom in this country and many others.

Why do I believe that? Well, there are many reasons. First of all, there are the stated aims and ideals of the clubs themselves. They promote high standards of personal and business conduct based on the Golden Rule: Do unto others as you would have them do unto you. Even though we may not always live up to those ideals, the fact that we try helps create the mutual faith and confidence which enable a free society to function.

You may have heard the story of the mother who was trying to get her little boy to behave himself.

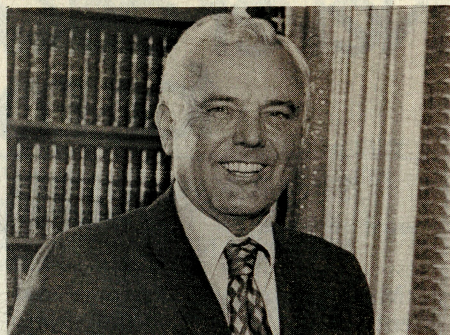
“Why don’t you be good?” the mother asked.

“I’ll be good for a quarter,” replied the little boy.

And his mother said, “A quarter? Why can’t you be like your father—good for nothing?”

It’s the good we do for nothing, even when there’s nothing to be gained—doing right just because it’s the right thing to do—that’s what makes a free society possible. Without the self discipline of its citizens, total discipline would have to be imposed by the state.

The second great contribution of clubs such as yours is that their primary purpose is to encourage service to the community among its members. The spirit of volunteer service to our fellow men has never been more important to our way of life than it is today.



It used to be that people who needed help could count on family, neighbors and friends, or the philanthropy of private business. But as our complex and social problems became larger and more complex, we came to depend on government to solve them as well as to take care of the less fortunate among us.

Today it’s popular to complain about big government and high taxes. The truth is, they are simply the price we pay for the material benefits technology has given most Americans. And, I daresay, few of us would want to give them up.

Many of the things we used to do for ourselves we now ask government to do for us. Much of it can’t be helped. But if we are to slow or reverse the trend towards big government, more private volunteer efforts will be needed.

Dr. Juan De Heras, D.C.

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working through our churches, schools, community organizations and service clubs.

By encouraging the spirit of volunteer service and supporting worthy causes such as aid to the blind, your club is doing a great deal to make our communities better and happier places to live.

Service consists not only of spectacular deeds but the number of small courtesies and acts of helpfulness a person is able to do. Thomas Carlyle once said: "The race of life has become so intent that the runners are treading upon one another's heels, Woe unto the man that stoops to tie his shoestring."

We are living in such a fast age that we do not take time to pause for little kindnesses, words of praise, thoughtful deeds, the friendly smile, the warm hand clasp, the pleasant hellos and fare-

wells which make life worthwhile for those around us.

We must not underestimate the importance of little things. A decimal point can change a hundred to one. The tiny germ, which cannot be seen by the naked eye, can destroy a life. A small jewel may be worth boxcars full of hay. We cannot be sure what a little act of service on our part will mean for someone else.

Abraham Lincoln found in a pile of household junk, which he had purchased for fifty cents, a book of law. This book gave him a new spirit to become a lawyer and a statesman.

Most people do not think of serving in terms of small deeds. They make the mistake of thinking that an act of service must be something tremendous to attract the attention of great numbers of people. Most people neglect serv-



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ice because they cannot do great things and they do not take the time to do small things. Therefore, they do nothing.

In the service club they gain the inspiration and encouragement to do something and perform useful service. As a member of a service club, they reach the full stature of a gentleman. They say that the final test of a gentleman is his consideration and service for someone without any expectation of personal gain. In accordance with this definition, members of service clubs are gentlemen in the finest sense of the word.

As a matter of fact, membership in a service club can also result in personal gain; but this, too, is a gain for the entire community. I'm speaking of the opportunity members have to exercise their talents of leadership.

No less important than the willingness to serve is the willingness to take on the responsibility of being a leader. So I want to congratulate those who are about to be installed tonight as your new officers as well as those who have served so well in the past.

They say leadership takes executive ability. Executive ability is the knack of deciding quickly and getting somebody else to do the work.

But I hope that none of you will shrink from the responsibility of doing your share to make your club a success. Like the fellow who wrote this verse:

"At meetings of clubs, by an effort of will,
I always continue to keep perfectly still,
For it takes but a word of annoyance or pity
And wham! There I am on another committee."

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Just remember that to make your organization a continued success, your new officers will need your help.

Working together, your club can achieve new heights in service to your communities and to society. It will take dedication and determination.

It will also take ingenuity and imagination. Which reminds me of the story of the truck driver who was barreling down Highway 101 with a highway patrol car on his tail.

Every now and then the truck driver would pull over to the side of the road, get out, and bang the side of his rig with a tire iron.

This happened several times and Smokey the Bear got curious. He pulled the trucker over and asked him: "Do you mind telling me why you keep stopping and banging the side of your rig with that tire iron?"

The truck driver replied: "Well, you see I'm carrying 5,000 pounds of canary birds. The weight limitation on my truck is 2,500 pounds. Naturally I gotta keep half of them birds flying."

I predict that your new officers will keep at least half of you birds flying, and that the Latin American Lions Club will be successful in the year ahead.

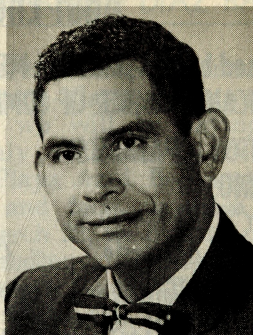
Thank you for having Mai and me with you tonight. In closing, let me leave this thought:

"What we have done for ourselves alone dies with us. What we have done for others and the world remains . . . and is . . . immortal."

Thank you.

■
Senator Alfred E. Alquist
Speech to Latin American
Lions Club Installation
March 25, 1977

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The next two months are going to be hard on the feet, it is going to be dance, dance, dance! First of all on April 15, 1977 which is a Friday, IVC will be having a social gathering at the Tropicana-Playa Azul. Music, drink and delicious food all in one spot, plus the added attraction of a romantic atmosphere. We hope to see many of you there, romping and stomping. We are holding our 2nd Annual Anniversary Dance on May 21st, 1977 at Zorba's in Campbell. Music will be provided by El Trio Azteca, El Mariachi de Manuel Aguilar and The Brown Express. Tickets are \$7.50 in advance and \$8.50 at the door (while supply lasts). For ticket information call Richard Diaz, 292-3294, or Rene

13, we held a special meeting at Tropicana-Playa Azul and as a result we will be having semi-monthly activities at the Tropicana-Playa Azul. Be watching for dates and facts on those events. On March 22, we had the pleasure of attending a seminar sponsored by Joseph George Distributor in Santa Clara, Ca., the purpose was to introduce various clubs to their Community Relations personnel and explain the many plans Joseph George Distributors have to offer, in the fay of fund raising. Our hostess was Lupita García of Community Relations. The Open House was attended by San Jose's own television news reporter, Rene Cantu. Also in attendance were representatives from radio stations



De Luna, 294-4700. We would like to extend a warm thanks to Ted Alanis for donating the posters for the dance and to Memo Rios for donating the tickets.

A few of our recent past events were the Celebration of the birthday of Ana Maria Duran (Treasurer). She had a surprise party at Mexico Moderno with Vera Diaz acting as hostess. On March

KAZA and KNTA. It gives me great satisfaction to see that so many were interested in the goal of IVC, mainly scholarship funding. We would like to give many thanks to Joseph George and their kind employees, the evening was a success.

Until Then,
Angie Diaz Barnes



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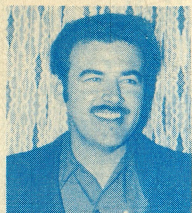
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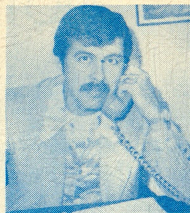
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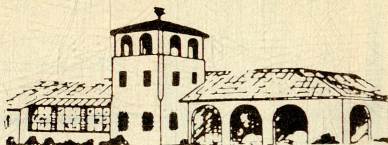


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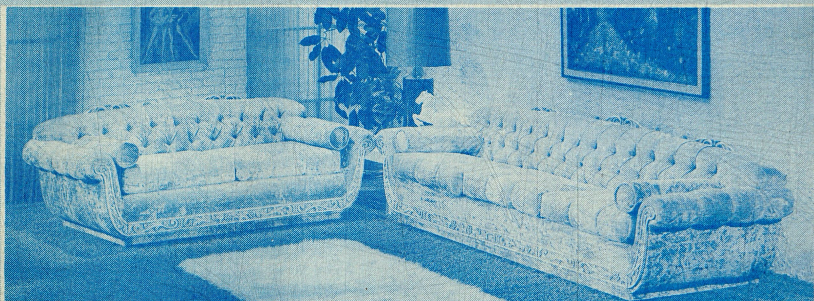
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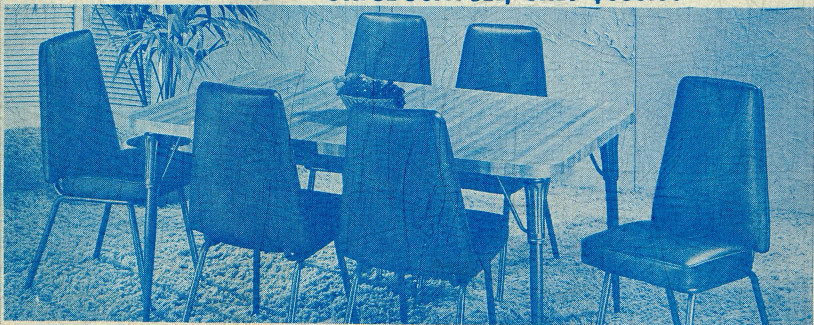
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