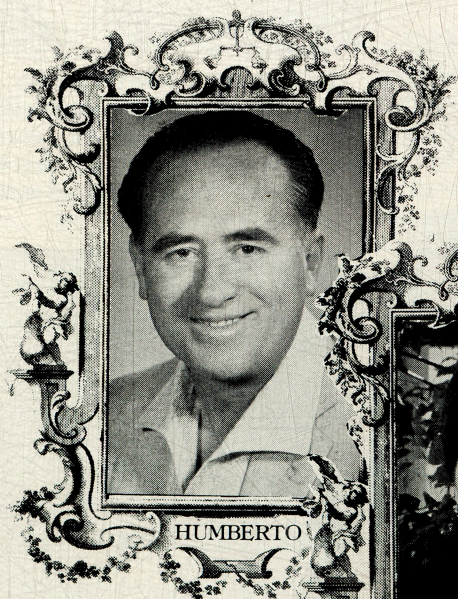


THE FINAL EDITION

\$1.00

El Excentrico

GRACIAS.



HUMBERTO



BERT

1949/1981
32nd YEAR • APRIL 1981

GRACIAS.



THE EXCENTRICO YEARS 1949/1981

DEDICATORIA

Este su Magazin "El Excentrico", esta dedicado y consagrado a toda la colonia latino-americana, su objeto y fin es dar a conocer y presentar todo el elemento latino, llevando en sus planas vibrantes todos y cada uno de nuestros un mensaje de cordialidad para miembros de habla hispana. Esperamos con cada edicion mejorarlo para que sea un digno reflejo de nuestra colonia.

Humberto Garcia



HUMBERTO GARCIA
Director de Redaccion e Imprenta

In April of 1949, Humberto Garcia, Sr., my father, wrote the above dedication, in his premiere issue of El Excentrico Magazine. This month's issue marks the 32nd year of Excentrico's continuous publication.

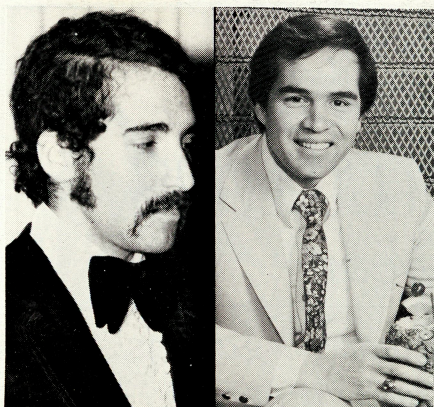
There have been many individuals who have contributed to the success and longevity of our magazine. It is an impossible task to personally thank each and every one. However, there are a few who deserve special notice and thank you . . .



Richard and Vera Diaz: Richard has contributed a photographic column for over twenty-five years, which reflects the very essence of the local and social hispanic community we sought to present . . .

To the late Daniel Saldaña. His personal observations over a wide range of hispanic literary topics was unsurpassed in his lifetime.

To the many advertisers who are, of course, the economic backbone of any publication: Art Martinez Men's Wear has been with El Excentrico almost since day one . . . Thank you, Alice, Don and Gayle.



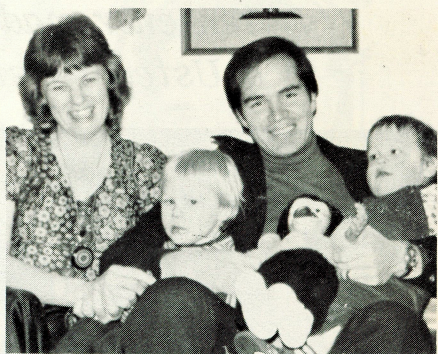
To my brother, Marc Garcia; El Excentrico Editor 1974-1977. Upon the death of our father, Humberto Sr., we were given the opportunity of working together as business partners enabling us to grow beyond a simple brother relationship . . .



To the contributing staff: Over the years they have become much more than fellow workers, but rather, life-long friends.. Angela Diaz, John Morales, Manuel Fernandez, Rudy Belloumini, Andrew Ramirez, Joe Marquez, Bill Woodmansee, David Sierra, Luis Juarez, Marce Mora, Anita Du-



arte, Blanca Alvarado, Yolanda Placencia, Terese Beaver, Mary Rogers Williams, Maria De La Luz Sanchez, and we have not begun the list . . .



To my wife, Elberta and sons, Brent and Brian: They have provided the inspiration, purpose and love . . . and have patiently given up so many hours of family-time together while dad was working late at the office . . .

And we thank you, the reader, to whom we dedicate this final issue of El Excentrico Magazine.

Adios
Bert Garcia

Bert Garcia
Editor/Publisher
April 1981

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THE EXCENTRICO YEARS 1949/1981



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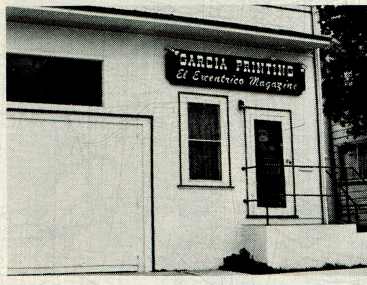
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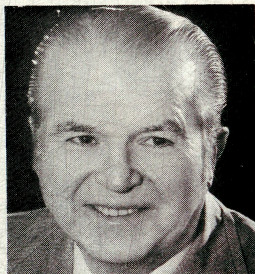
Carlos Gomez

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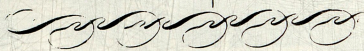
THE EXCENTRICO YEARS 1949/1981



LOS MESTIZOS



Introducing **LOS METIZOS**, Mexican Folkloric Dancers. The group is based here in San Jose and director, Teresa Rodriquez takes pride in the accomplishments the group has achieved thanks to public support and dedication of the children who participate and their parents who have cooperated in every way. The group is hard at practice every Monday evening at a local elementary school on San Jose's Eastside, anyone interested in the group may reach Teresa at 272-8945, Los Mestizos recruit constantly throughout the year and welcome community support and interest in their activities.



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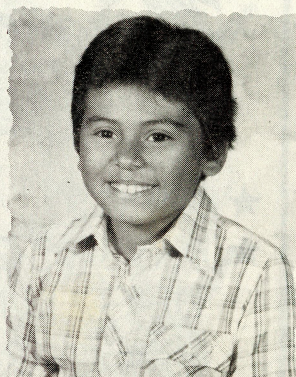
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bendiciones sobre mis padres
y todos los seres que me son
queridos.

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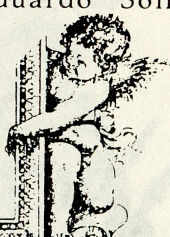
Frank Lopez



Eduardo Solis



Laura Solis



Ramon Ward and Sister Hortencia
of The Holy Cross Church.



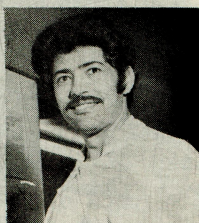
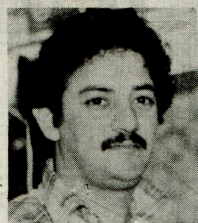
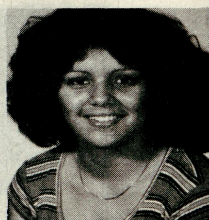
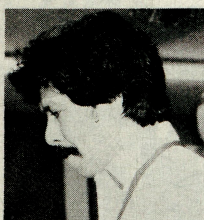
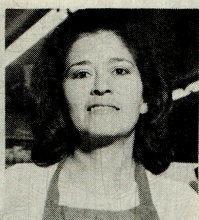
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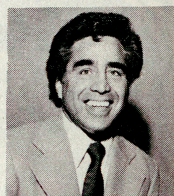
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Jim Plunkett Day in San Jose

1,200 Show Up To Honor Raiders #16

by David Sierra

Over 1,200 friends, admirers and fans of Oakland Raiders quarterback Jim Plunkett jammed the San Jose Convention Center on Friday, April 3 to pay tribute to the San Josean who led the Raiders to their victory over the Philadelphia Eagles in Super Bowl XV.

Plunkett's long day in San Jose began at 3 P.M. when he met with several hundred area high school students in the Independence High School gymnasium. It continued with a 6 P.M. reception hosted by San Jose Mayor Janet Gray Hayes in the Ridder Lounge of the San Jose Center for the Performing Arts.

Shortly after 7:20 P.M. the 6' 4" Chicano from Mayfair Elementary School, Lee Mathson Jr. High, James Lick High School, and Stanford University entered the crowded Convention Center and waded into large throngs of eager autograph seekers. Young and old alike surged forward for their brief opportunity to say hello to a national sports legend and to have Jim autograph their programs which included an 8 x 10 full face photo of the popular pro quarterback.

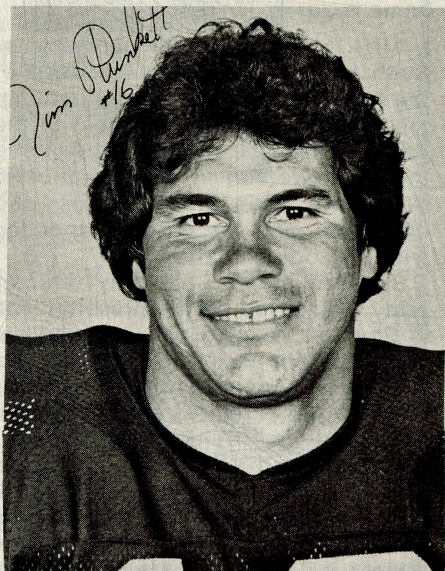
Accompanying Plunkett into the room were his former Stanford coach John Ralston, his Oakland Raiders head coach Tom Flores, ABC television sportscaster Keith Jackson, and his Lick High coach Al Cementina.

The program was masterfully m'ceed by Bob Murphy, himself a former Stanford athlete, and KGO-TV's Jack Hanson. Both credited Rigo Chacon of Channel 7 News with first coming up with the idea that the Garden City should somehow celebrate Plunkett's

victory over Philadelphia in the N.F.L. championship game, and his being named the Most Valuable Player in the Super Bowl.

In the audience were current Stanford football stars John Elway and Darrin Nelson, Congressman Norman Mineta, Supervisor Rod Diridon and Councilman Jerry Estruth.

Rigo Chacon presented a 12-minute film of a conversation with Jim Plunkett a few days ago as the huge gridder visited Lick High, Mathson Jr. High, and visited with some old friends on Oakland Avenue in the eastside of San Jose.



Mayor Hayes presented a resolution from the City of San Jose unanimously adopted by the Council commending Plunkett on his athletic achievements, 15

A Tribute to Jim Plunkett

particularly the Super Bowl triumph over the favored Philadelphia Eagles.

MC Bob Murphy then introduced coaches Al Cementina, John Ralston, and Tom Flores, each of whom made brief remarks on Jim Plunkett as he progressed from a high school baseball pitcher-wrestler-football star to the top ranks of stardom in the National Football League.

Cementina recalled that in a high school all star game in Los Angeles after a brilliant high school career at quarterback, the un-named all star coach played Plunkett as a DEFENSIVE END! And he did well at that too.

"Just before we played Philadelphia in New Orleans," Flores recalled, "golfer Lee Trevino was asked who was going to win. 'With a Mexican quarterback and a Mexican coach ... and you know God is a Mexican,' he replied, who else but Oakland?"

Moments later, Chacon corroborated Trevino's theory that God is a Mexican. "After all," Rigo said, "His name is *Jesus*, isn't it?"

ABC college football sportscaster Keith Jackson was the main speaker of the evening, delivering an inspirational message of the value inherent in the game of football. He urged the young men and women in the audience to persevere after their goals and objectives, and the crowd responded with a standing ovation.

Stanford athletic publicity director Andy Geiger led off the presentations to Plunkett, reading a resolution from Stanford commending one of its favorite sons as an alumnus who has brought great credit to one of the most prestigious universities in the land.

Congressman Norm Mineta presented a resolution from the U.S. House of Representatives authored by Congressmen Edwards, McClosky and Mineta. A California State Senate resolution was read, and then congratulatory telegrams from Gov. Edmund Brown Jr. and from Oakland Raiders owner Al Davis.

San Jose Chapter, American GI Forum, sent two lovely young ladies to the microphone to make their presentation: State and National Queen Christina Flores, and 1981-1982 Chapter Queen Rosalie Gutierrez who presented a plaque inscribed: TO JIM PLUNKETT WHO EXEMPLIFIES EVERYTHING IN OUR MOTTO OF EDUCATION IS OUR FREEDOM. From the men and women of San Jose GI Forum.

Also presenting a plaque was the San Jose Mexican American Chamber of Commerce represented by Gus Lopez.

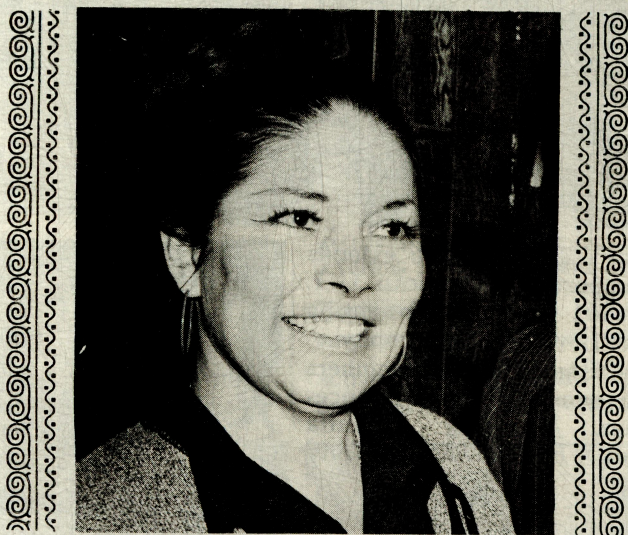
Prior to the program attendees heard a musical presentation by the Eastside Union High School District Honor Jazz Band under the direction of Bob Russell. During the program there was more music by *El Mariachi Jalisco 77 de Jose Ramon*.

Proceeds of the dinner will go to establish the Jim Plunkett Scholarship Fund to provide scholarships to needy Chicanos in the Santa Clara Valley.



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Lucha Villa Fan Club extends their support to American G. I. Forum 1981 Queen by presenting her with flowers and a trophy.

Left to Right: Comite members Rose Cisneros, Lalo and Frances Rodriguez, *Rosalie*, Juanita Quintanilla, Elvira Diaz and Tony Cisneros.



Lucha Villa Fan Club's first Queen, Veronica Rodriguez and her Court.

Club Members

Jane Quintania
Elvira Quintania
Dave and Sefy Rodriguez
Lalo and Frances Rodriguez
Alberto and Lucia Rodriguez
Ruben and Angelia De La Cerda
Rudy and Ruby Galvan
Tony and Mary Robles
Tony and Rose Cisneros
Jose Pizano
Nacho Velaquez
Lupe Peña
Ruth Cavernav
Jesus and Angela (Diaz) Cabada
founders
Richard and Vera Diaz

For the past 25 years it has been both a pleasure and an honor to be the Staff Photographer for El Excentrico. My wife, Elvira and the members of the Lucha Villa Fan Club join me, in wishing Bert Garcia only the best in his future endeavors. The growth of the Hispanic community relies on communication. The Garcia's played a principal part in uniting hispanics through the pages of El Excentrico. Few prominent hispanics have escaped being immortalized by the only hispanic magazine, El Excentrico.

R. Diaz

El Fotografo de las Estrellas

LA FAN CLUB NEWS



The Lucha Villa Fan Club Members would like to thank all those who attended their Roaring Twenties Dance on February 28. President Richard Diaz would like to thank the judges for the Costume Contest. They were : Jose Pisano, Sephie



Rodriguez, Ernie Hernandez, Francis Rodriguez and Tommy "El Zopilote" Rodriguez - who by the way we were happy to see up and active since his recent illness. We appreciated everyones participation.



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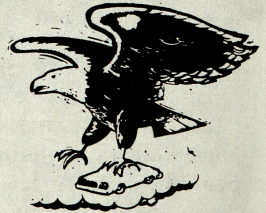
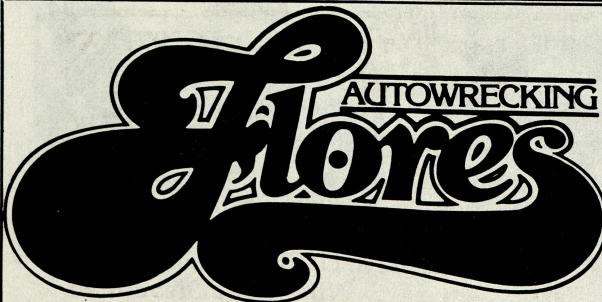
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THE SIZZLERS



Pictured above are the Sizzlers of The Santa Clara Valley Spring Soccer (under 10 team), coached by Bert Garcia, assisted by Bob Cole. Seated in photo left to right bottom row: Michael Prader, Nate Armstrong, Arthur Segulla, Terry

Kayser, Matt Handforth, second row left to right: John Cerda, Scott Morgan, Brian Garcia, Brent Garcia, top row standing, Nathan Norberg, Arty Cole, Armando Avila, Coach Bert Garcia. Camera shy: Kris Kilfoil and Steve Ravizza.



THE EXCENTRICO YEARS 1949/1981



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DIRECTORIO HISPANO Y GUIA DE COMPRAS

Publisher/RUDY BELLOUMINI

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RUDY BELLOUMINI

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El Periódico RADIO PRENSA presenta a través de las columnas de "EL EXCENTRICO", Directorio Hispano y Guía del Consumidor.

En El Directorio Hispano aparecen los comerciantes, profesionistas y negocios de servicios, que están interesados en servir a la población de habla Hispana, usando el Directorio para informar al público el tipo de negocio, la dirección y el teléfono.

Esta Guia llevará a los consumidores con aquellas personas que les darán el mejor trato, la mejor mercancía, los mejores servicios y los mejores precios.

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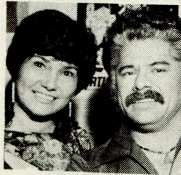
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Rosalie Gutierrez Crowned Miss San Jose Gl Forum!



by David Sierra

Rosalie Gutierrez, 18-year old Senior at Oak Grove High School, San Jose, was crowned Queen of the San Jose Gl Forum during the organization's 21st annual beauty pageant at the County Fairgrounds recently.

The beautiful brown haired Miss edged out seven other competitors for the highly coveted title. She will represent San Jose Gl Forum at the state contest to be held on Sat., June 27th in San Jose.

At Oak Grove H.S. she was president of the Chicano Student Union, member of the By-Laws Revision Committee, and is on the Honor Roll. She also does volunteer work at Lyndale Elementary School, assisting teachers with handicapped children.

Rosalie wants to earn a degree in political science, with a minor in Mexican American History. Her ambition is to run for elective political office, with the ultimate goal of becoming Governor Rosalie Gutierrez of California.

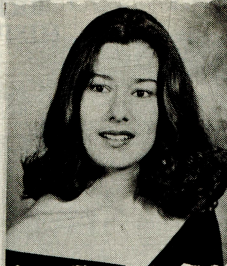


Rosalie was selected by a panel of distinguished judges which included San Jose Councilwoman Blanca Alvarado.

* RUNNERS UP *



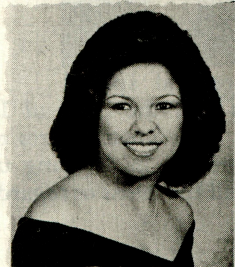
VICTORIA DELGADO



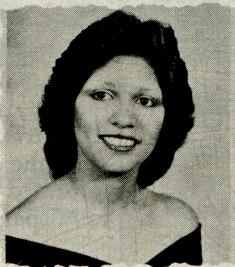
LOURDES TERESA TORRES



TERESA CAMPOS



HENRIQUETTA REY



MAGDALINE RAEL



THERESA RENTERIA

SOCIAL EVENTS

Marce Mora



It seems that someone forgot to take time to recognize last years' personalities and so I thought it would be a nice gesture to do so now. The following people are people who throughout 1980 gave their time, effort and support in the interest of the community Latino-Americano. There are many people who deserve recognition and unfortunately we are not aware of them because no one takes the time to let us know, who they are and the contributions they have made.



EDITOR OF THE YEAR
Bert Garcia

MOST ELEGIBLE BACHELOR
Luis Orozco, Jr.
BACHELORETTE OF 1980
Juanita Quintania
BUSINESSWOMAN OF THE YEAR
Mary Lou Nieto
SOCIAL COUPLE
Richard and Vera Diaz
WEDDING OF THE YEAR
Chavela Ortiz y Eduardo Hernandez
BUSINESS MAN OF THE YEAR
Alberto Rodriguez
PARENTS OF THE YEAR
Joe and Anna Maria Duran
MOST CONGENIAL BACHELOR
Dave Rodriguez, Jr.
CONGENIAL BACHELORETTE
Norma Ornelas
MOST COOPERATIVE/ACTIVE PERSON
Henry Ramirez
BEST RADIO DJ
Jose Lopez y Lopez
FRIENDLIEST COUPLE
Dave and Sephie Rodriguez

MOST CHARITABLE
Rueben y Angelica De La Cerna
POPULAR RADIO PROGRAM
Prince Yusat and Princess Yancy
COMMUNITY LEADER
Ed Carranza
COOPERATIVE CHILD
Elizabeth (Chavela) Frost
KINDEST PERSON
Gene Hogan
BETTERMENT OF THE HISPANIC COMMUNITY
Rudy Belluomini
SECRETARY OF THE YEAR
Angela L. Diaz
MOST CONCERNED FOR THE NEEDY
Lino Covarrubias
UPCOMING GRAPHIC ARTIST
John Morales

Thanks!

Take care and special thanks to Bert and the Staff of El Excentrico, for their great efforts to help the community by keeping us informed with all the latest in regards to Hispanics.

MARCE MORA

HAPPY BIRTHDAY, Virginia!!



Virgina Adelita Mora, mother of seven sons and two daughters was honor this year with a family reunion. Mrs. Mora has among her attributes, having formed the original Las Coronelas, club and being one of the best cooks in this area with many awards to her name. Her family and friends would like to wish her happiness and success in all her endeavors. Daughter, Marce thanks El Excentrico and staff for commuity support.



La Placita Restaurant



89 EAST SAN FERNANDO STREET
SAN JOSE, CALIFORNIA
408/292-2069

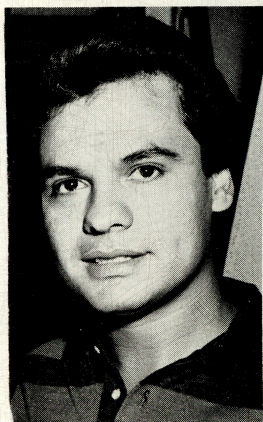
*We serve the BEST in Mexican and Seafoods
Come by and have dinner with us.*

A decorative collage of black and white photographs of the Schmitt family. The collage is framed by ornate floral and classical motifs. At the top, a banner reads "THE SCHMITT FAMILY". The photographs include: a man and a woman in a formal setting; a man and a woman in a casual setting; a man and a woman in a formal setting; a man and a woman in a formal setting; a man and a woman in a formal setting; a man and a woman in a formal setting; a man and a woman in a formal setting; a man and a woman in a formal setting; a man and a woman in a formal setting; a man and a woman in a formal setting. The collage is decorated with various elements, including a central crest, a large vase, and classical figures. The overall theme is a family portrait.



TIERETEANDO

Jose Luis Lopez y Lopez



Antes que nada me perdonan por haberme ausentado por algun tiempo de esta columna, pero estaba ocupado en un negocito que abri.

Juan Gabriel ya regreso a sus actividades artisticas, se le terminaron las vacaciones en Cd. Juarez, dentro de poco se estrenara su mas reciente pelicula "el noa noa". El publico como que se en elo al casarse Yolanda Del Rio, ya cisa no la piden en la radio, se estan Olvidado de la hija de nadie. Resortes estara cumpliendo 50 años en el ambiente, por tal motivo se le estaran haciendo un choooro de homenjes muy merecidos, el primero sera en tepito. Lorenzo de Monteclaro tine mucha chamba para este año, son como 5 peliculas las que tiene en puerta, algunas presentaciones en el interior de Mexico, en la Union Americana tambien y este año dara un recorrido por Centro y Sudamerica. Emmanuel esta pegando con tubo, tiene 2 canciones en los primeros lugares, este año dara el estiron definitivo. Carlos y Jose estan robando camara en todos lados con "El Chubasco" es



la cancion mas escuchada y solicitada en la radio. La India Maria anda destrozando tepito, ya van vvarias veces que la multan y la meten a la carcel: esto es lo que se esta filmando, de la pelicula "el que no corre vuela" la cual estan filmando en el mero centro de tepito. Rosenda Bernal muy contenta porque se filmara dentro de poco "la silla vacia" el programa de fito giron "fiebre" lo quitaron, la dieron aire al chavo, que bueno, porque no la hacia bailando, unicamente brincaba a lo loco, tambien a chelita le hacia falta mas movimiento y gracia. Carlos Coronel hi hizo un peinado de esos medios raros, asi como la colorina, se rizo, se ve muy bien ahora si tiene cara de artista. Los Baby's Gravaron otra de los dandy's y ya se escucha fuerte en todas partes. Que bailazo tan alegre se mando radio KAZA el 31 de Diciembre, en los terrenos de la feria de San Jose, el publico se dio gusto bailando con las orquestas y grupos que trajeron los potros, los muecas, la banda silaloense y otros grupos, locales, los titanes, arena caliente y la nueva ilucion. Es todo por hoy, "El Papucho".

THE EXCENTRICO YEARS 1949/1981





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SEMBLANZA

por KARL E. BERNARD



En Memoria de Daniel G. Saldaña
Enero 3, 1903 - Enero 20, 1980



Seguiré con los ojos, la luz que
cruza el cielo, para ver mas allá,
en la soledad eterna, la Esperanza
dibujada en forma de consuelo.

Seguiré con mis labios, besando la
tierra inerte, donde el agua, el
viento, el canto y la flor, son la
presencia perdida, entre sueños
dormidos, como cáscara rota!
como cuerpo sin alma! . . .

Porque allí están los recuerdos
de aquel gran amigo,
con vida en la oscuridad del
tiempo, envueltos en la quietud
eterna, del ayer . . . de los
días idos . . .

Porque allí están, en el espacio
sublime de la vida la música
turbulenta que ruge en su
memoria, en medio de las
sombras . . . en medio de la
expectación misteriosa, de los
hombres, que supieron com-
prenderle, que supieron admirarle,
en este mundo, que se yergue
rebelde e insólito.

Porque allí están, la
materialización invisible,
consagrada como un síntesis de
sus virtudes de hombre honesto e
intachable, propios de la
integridad espiritual, y de la
caballerosidad sentimental, de la
esencia humana.

Mudos en el silencio! . . .

Yerto en al abismo del
sentimiento! . . .

Desgarrado, en el misterio
imperturbable de las sombras! . . .

Tu presencia, Daniel, permanece
como una perla, hecha lágrima
del alma, surcando por las
mejillas del tiempo y de la gloria.

Descansa en paz.

En el primer aniversario de su
fallecimiento.

January 1981

PACIFIC TELEPHONE



CAREER OPPORTUNITIES

CURRENT & FUTURE OPENINGS

SALES REPS

Permanent part-time sales rep. positions. Previous experience in sales on a commission basis or where results are measured is highly desirable. Must be able to work flexible hours and days.

Salary \$4.90-\$8.50 per hour
depending on previous experience

ACCOUNT REPS

Full-time openings for Account Reps. Previous experience with complaint handling or collecting work which involves negotiating or persuading customers is most desirable.

Salary \$4.90-\$8.50 per hour
depending on experience

TECHNICIANS

Full-time openings for individuals with experience in one of the following:

- Degree or trade school certificate in electronics.
- 1 year recent work or military experience in an electronics technician capacity or related field.

Salary \$5.46-\$9.71 per hour
depending on experience

Above openings are in a variety of locations throughout the San Jose and Peninsula areas.

Interested persons can apply at any one of the following locations: Mon-Fri., 8:00-9:30 a.m.

817 The Alameda, Rm. 102, San Jose
298 So. Sunnyvale Ave., Rm. 209, Sunnyvale
702 Marshall, Rm. 322, Redwood City
Equal Opportunity Employer



THE EXCENTRICO YEARS 1949/1981



THE EXCENTRICO YEARS 1949/1981





And we thank you,
the reader, to whom
we dedicate this final
issue of
El Excentrico.

Adios,
Bert Garcia