

El *Excéntrico*

30th Year

No. 6 June 20, July 5, 1979

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VILLA**

EN LA FERIA
DEL CONDADO
EL 4 DE JULIO

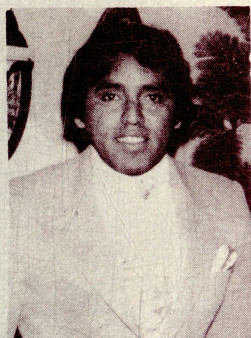




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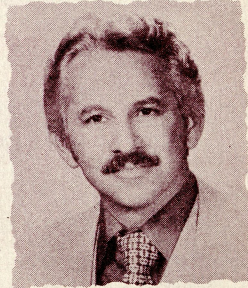
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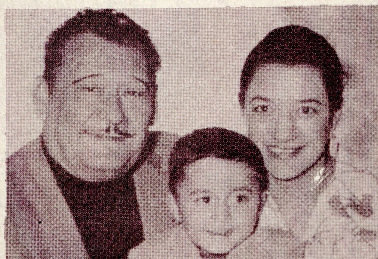
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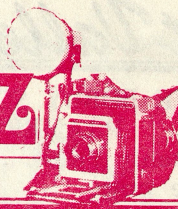


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East Valley Bobby Sox



THE BOBBY SOXER'S PRAYER

Our Heavenly Father . . . This day we pray
For guidance in the way me play
We thank thee Lord for friendships made
And for adults who lead the way.
Please bless our league, it can succeed.
And our team too, its much in need,
Give us the strength to play our best,
Because win or lose, we'll pass the test.
Oh Lord, prepare our lives anew,
Our hearts and minds and bodies too,
So that at home, in work or play,
We'll strive for improvement every day.—amen.

EAST VALLEY BOBBY SOX SOFTBALL LEAGUE

The East Valley Bobby Sox Softball League was initiated during the last part of January of 1979, with only two board members, president and secretary, by the open day of season play (May 19, 1979) we were functioning with full pledge board members, and six teams. Our league consists of 73 girls predominantly Latinas, from the ages of 9 thru 15. Our board members are also predominantly Latinas.

President: Saralinda Hernandez
Vice President: Chris Figueroa
Treasurer: Amanda Vidal
Manager Rep.: Teresa Booth
Safety Coordinator: Elaine Cuevas
Finance Chairman: Vacant—

Carolyn Ortega resigned
Umpire in Chief: Antonio Vidal

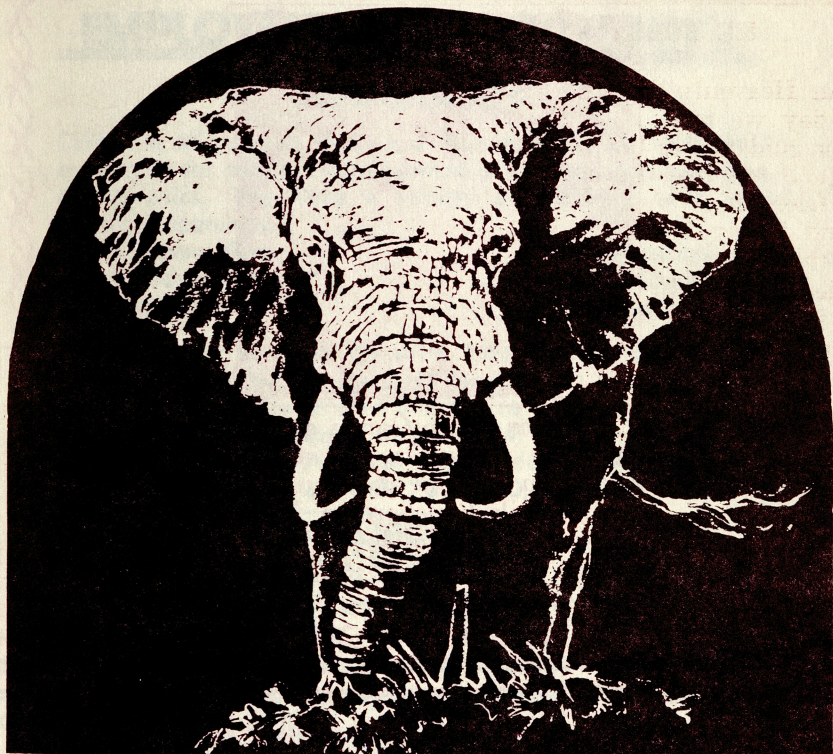
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- 6—Angels—United Auto—Story Road.

We would like to thank our sponsors for their support in our leagues survival. East Valley Bobb ySox Softball give our girls a sense of belonging as well as learning more on leadership, citizenship, sportsmanship, and friendship. Sure our young ladies tempers flare up and sometimes we see a tear running down a cheek because of some error that lost the game but, before you know it their up and at them, ready for their next game. We would like to share with you the rewarding feelings and experiences our league has given us. In order to do this we need your help being a volunteer as an umpire, coach, manager, chaperone, scorekeeper, finance chairman, safety committee member, fund raising committee and your support. Our league is functioning at mere minimum.

The East Valley Bobby Sox League is extending an invitation to all to see our young girls play. We guarantee that you will find it a rewarding experience. Our league plays throughout the week and every Saturday at Mayfair School Field, starting time is 10 a.m. If interested or have questions please feel free to call/259-1642 or 251-7634.

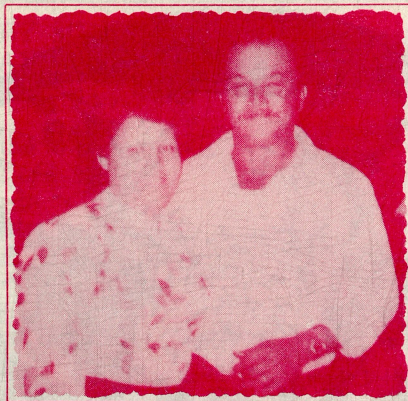


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El Señor Eliséo García en compañía de su esposa María, celebraron su cumpleaños Junio 27, con un baile Ranchero en Lester Bros. Farms donde el Señor García trabaja como supervisor.

Dr. Ivan T. Hendren / Quiropractico

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



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Opinión

by LUIS JUAREZ



LATIN CULTURE THRIVES IN VALLEY

by LUIS JUAREZ

Mexican culture has a strong influence over the lives of most residents of the southwestern United States. Native Californians and long-time residents of the state grow up with an extensive repertoire of Spanish words, some even learn the language.

Tortillas and tacos are as familiar to them as bread and potatoes. They are even acquainted with an assortment of homemade Mexican dishes not found on the menus of most Mexican restaurants.

Newcomers to the Southwest do not take long in becoming part of the tradition and romanticism of the Spanish and Mexican era while people of Mexican ancestry in this part of the country retain much of their culture. Music, food, language, family traditions and religion are so much a part of the lives of Mexican-Americans that leaving the Southwest for another region of the country can be a cultural shock.

There was a time when I felt we might lose these traditions as first and second generation Mexican-Americans began to take their place in our urban centers.

When I came to Santa Clara Valley 30 years ago, San Jose was more like a Mexican pueblo than a typical American town. San Jose was almost totally dependant on agricultural business and this attracted thousands of Mexican families every year.

As the canning industry fruit and vegetable harvesting became more mechanized, many of these families left the fields and settled in urban areas. In their desire to elevate their socio-economic status, they felt they had to give up their Mexican culture.

It didn't take long for these families to realize that the roots of this state were deep in the tradition of Spain and Mexico. We were developing a new breed of Californians and the Mexican culture was a strong, integral part of it.

Over the years, the Mexican culture in this state has been cultivated by all residents, regardless of ethnic origin.

Today, Spanish has become the second language in our state, with millions of Californians speaking it. The nation now has the fourth largest Spanish-speaking population in the world.

Annual festivities commemorating Mexican national holidays provide parades, musical and literary programs, beauty pageants and many other activities in the tradition of Mexico.

In Loving Memory of



BONNETT, Susanna V.—Entered into rest, San Jose, Calif., Wednesday, June 13, 1979. Susanna Valdez Bonnett beloved wife of the late Agustin Bonnett. Loving mother of Connie Ybarra, Ruth Segura, Jo Espericueta, Emily, Louise and Auggie Bonnett all of San Jose. Dear aunt of Toni V. Castaneda of San Jose. Dearest sister of Guadalupe Valdez and Juanita Perez of Slaton, Texas. Devoted grandmother of 25 grandchildren and 18 great grandchildren. A native of Texas. Age 74. A member of Club La Amistad of San Jose for Senior Citizens.



May 24, 1905 - June 13, 1979

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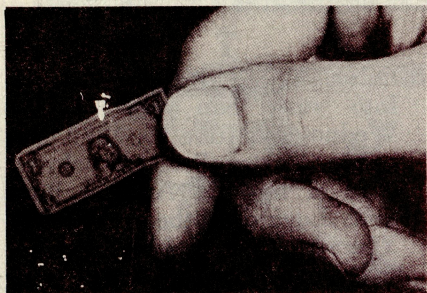
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MAS QUE PICARDIA



by Kharis Avril



COLOR DE HORMIGA, LA MERA VERDAD

Las novedades están de mirame y déjame, si crees que la gasolina está cara, vamos a salir de Guatemala para entrar a Guatepeor, dizque costará para fines de este año cerca de dos dólares el galón.

Hece dias tu la oportunidad de platicar con dos pescadototes de dos companias gasolineras de más renombre. Estos cuates andan de gira por todo el país tratando de explicar al público su punto de vista — y claro, defenderlo, para lo cual se empoltronan en programas de interés público no creo les cueste nada y contestan preguntas que les hace un panel de ciudadanos preocupados. Definitivamente descartan el que se pueda hacer uso de la energía solar — quiza, pero no antes del año 2,000 — lo mismo están muy pesimistas respecto a que se llegue usar otro producto en vez de gasolina como una mexcla de ésta y alcohol — lo que ya esta haciendo México, un país dizque sob-desarrollado.

La verdad es que el pueblo sospecha que existe una conspiración para prevenir inventos que lleguen e eliminar el uso del petróleo como energético, y sospecha que el gobierno esta de acuerdo con

12

posible e imposible para favorecerlos a las costillas de la sufrida gente que después de todo los eligió al puesto donde están.

Al fin y al cabo, como dijo el el viejito capitalista Hayakawa, el pobre no tiene por que preocuparse — ya que no maneja porque no tiene coche.

Si nembargo, come — y todos los productos agrícolas y comestibles son transportados por camiones que gastan yas a diesel o gasolina, si esta sigue subiendo, los precios en los supermercados estarán no por las nubes que la están — mas iran a traspasar la estratosfera.

Debido a que y ala administración se las está oliendo que la gente esta bien disgustada, les urge establecer más plantas nucleares — por eso metieron en chirriona a los que protestaron a través del país — cientos y cientos. Sin embargo a los jotos homosexuales de San Francisco que quemaron coches de policía y dieron municipal — los dejaron libres. Que si han sido chicanos de seguro los mandan a San Quintén de por vida.

Bueno, me diras, quites de cuentos y vaya al grano, I remedio y el trapito . . . qué podemos hacer para defendernos? Rezo, m'ijo . . . o pídele a tu jefe un aumento, no pasa de que te mande a volar con la música a otra parte.

Bueno, aquí se quebró una taza y cada quien para su casa. A volar palomas que ahí viene el gavilán, vete por la sombrito que está haciendo bastante calor. Escribió para tí, sólo para tí, Kharis Avril, para mis amigos, Gloria.

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The Punch Bowl



PUTTING ON THE RITZ

... well, really, it was THE Los Angeles Biltmore, where I lived last week in a suite decorated royal red, with pink and white walls and orange bedspreads on the king-sized twins.

One of the walls was a muralistic three dimensional work consisting of a sculptured chalk white light bulb strung to a long electrical wire running the full length of the pink wall — very surrealistic!

It reminded me how the old world elegance of metropolitan hotels in the U.S. has all but disappeared, and the few hotels in the grand manner which remain are getting the new look throughout their lobbies and rooms, as at the Biltmore and the Mark Hopkins in San Francisco.

What the hotels are attempting is to leave intact the opera house grandeur of the original, but coordinated with tastes and comforts prevailing today. Or else the goal is to present simultaneously the 19th century and the 21st century.

Such a concept is not easily accomplished, of course. Decorators of real renown are attempting it, with success or failure to be determined by individual taste.

From the announcement on behalf of the hotel:

by Kharis Avril

"The Biltmore, steeped in tradition and intending to preserve its historical art forms, is also dedicated to the presentation of contemporary art. For this reason, an American artist, Jim Dine of Putney, Vermont, was commissioned to produce 26 works of art for use in rooms of guests. Dine's art is personal, yet universal. He makes use of objects that surround us each day — saws, hammers, bananas, hearts, corn or rocks — juxtaposed in such a manner as to bring forth new meaning to these familiar forms. We hope that the passion, the humor and the contradictions Jim Dine puts into his work will stimulate your thoughts and queries into modern art, and that this interweaving of old and new enriches your experience."

Stimulated and enriched by passion and humor, I found my way to the lounge where I encountered a most novel experience!

Cathy Carter, formerly of Sacramento, was the entertainer. She is a most talented and sensitive balladist whose repertoire includes songs with Spanish lyrics written by her. I had met her some time ago and been impressed with her expertise on the guitar. In this sophisticated setting, she seemed as fresh as a flower in the field.

While listening to Cathy's interpretation of "Blue Bayou," I contemplated the Biltmore's carved and painted ceiling depicting Spanish conquistadores. Suddenly by my side was a young blonde girl with pretty accent, asking "Do you speak Spanish?"

"Yes, I do."

"Are you Mexican?"

"I was born in Mexico."

"Please, please come and meet my parents." Intrigued, I rose and followed her.

At the table were the girl's parents all right — and also their guests who were of a type all too familiar to me — the WASPish Anglo tilting his/her nose at the first glimpse of a brown skin. But the others — my pretty guide and her parents — were out of a different drawer, fresh from London on a first visit to California, open of heart and mind, wanting only to appreciate all that they saw.

As a girl growing up in Monterey, I had the feeling that being Mexican was interesting and exotic. This image of myself I surrendered in disappointment very quickly after arriving in the United States and encountering everywhere the kind of rampant

prejudice so many Anglo-Californians have for those to whom the land used to belong. Now that old pleasant feeling of being exotic and interesting was restored to me by the friendly English family, while the WASPs looked on,

silent and surprised. By the time the exchange was over, even they seemed to look on me with somewhat different eyes, as a person

who came from a rich and fascinating heritage, so obvious was the love and respect for Mexico demonstrated by the English visitors.

By the way, Cathy Carter's other friends here in Sacramento will be glad to hear she is about to record her first LP.

"Mi casa es su casa." Come back again. Ciao! Au revoir, hasta la otra che. Love and joy!

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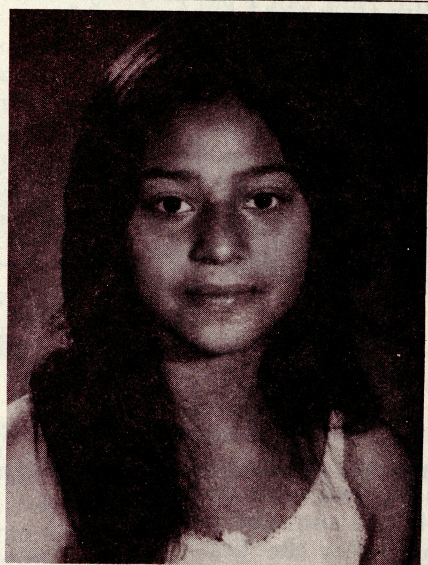
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Recently I re-married. This may sound indelicate, but I would like to make sure my children receive all the property that is mine, rather than the children of my present husband, in the event of my death. How can I be sure that they receive their share?

ANSWER: J. L., Sacramento

You should go to a lawyer with as much information about your property holdings as you can and ask him to draw up your will. A few hours of an attorney's time may cost you as little as \$100 or several hundred dollars, but that investment now will have probate costs and taxes later.

Your attorney can advise you whether to draw up a joint will or your own will. You need expert advice, since a joint will requires that your husband and you agree on what should be done with the property of each and also who is awarded property after the first partner dies.

Under California law, property which either a husband or wife acquires during marriage (except

marriage, that spouse still owns half of all the community property. You can give away only your half.

If you have "separate property" such as gifts, inheritances or property in your name acquired prior to your marriage, you can through your will specify who is to receive it, whether it be your children, other relatives or even organizations.

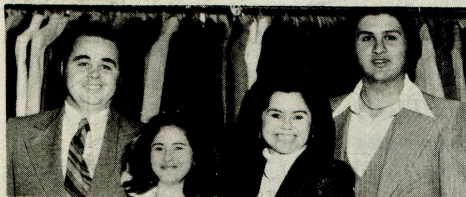
Your will names your "executor." This is the person, bank or corporation that handles your affairs after you die. The executor



collects any money owed you, pays your debts and taxes and gives the rest of your property to the persons named in your will.

Your attorney will follow through all the required procedures to allow you to dispose of your property to those you most care for.

ART MARTINEZ



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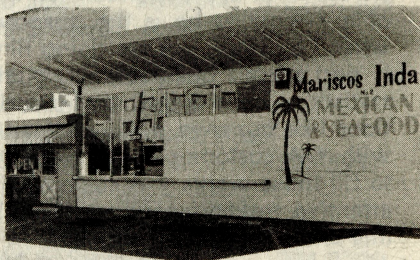
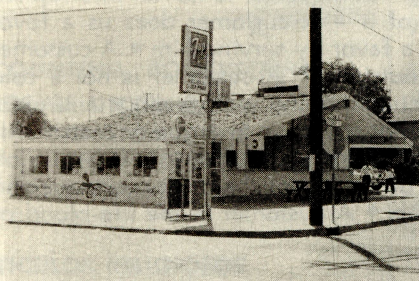
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THE TEN COMMANDMENTS OF GOOD BUSINESS • A customer is the most important person in any business • A customer is not dependent on us — we are dependent on him • A customer is not an interruption of our work — he is the purpose of it • A customer does us a favor when he calls — we are doing him a favor by serving him • A customer is part of our business — not an outsider • A customer is not a cold statistic — he is a flesh-and-blood human being with feelings and emotions like our own • A customer is not someone to argue or match wits with • A customer is a person who brings us his wants — it is our job to fill those wants • A customer is deserving of the most courteous and attentive treatment we can give him • A customer is the life-blood of this and every other business.

These members represent most of the responsible business and professional Spanish-speaking merchants in Santa Clara County. They have expressed their interest in doing business with each other as well as with the community-at-large. You are encouraged to remember them when you have need for their products or services.

You may refer to this directory of goods and services with the greatest of confidence and satisfaction . . . knowing that these professional and business people will offer the best services and satisfaction at a reasonable price when you deal with them. Their motto is "Treat the customers fair and they will always refer our business to others."

El Periódico Radio Prensa presenta a través de las columnas de "EL EXCENTRICO", el Directorio Hispano y Guia 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



Rudy Belloumini

el Directorio para informar al público el tipo de negocio, la dirección y el teléfono.

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

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— SAN JOSE — — A —

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VACUUM CLEANERS

A&M VACUUM & SEWING
CLEANERS

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OLYMCO SCHOOL OF DRIVING

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AUTOS (Enderezado y Pintura de)

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Prop. Carlos C. Garcia e

hijo Joe 984-0447 o 226-1308

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Homero Dominguez, Prop.

798 Almaden Ave. 293-5917

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AUTO EXCHANGE

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MARMOL TILE CO.

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— B —



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Rodriguez a sus ordenes

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Joe Pilar Garcia, Prop.

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(Near Story Rd.)

259-2100 21

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SALON 258-2753
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JENNIE'S HAIR FASHIONS
 Jennie y Maria a sus ordenes
 680 Willow Street 293-1897

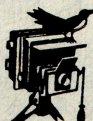
BIENES RAICES - REAL ESTATE
BEA SUPNET - ACACIA REALTY
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 Shopping Center)

- C -

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 Su Amigo Mike Musicant
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 Ismael Gonzalez e hijo Mike
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ADVANCE SAW & MOWER
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 1030 McLaughlin (Back Entrance)

- D -

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- E -

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DIRECTORIO HISPANO Y GUIA DE COMPRAS

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Frank Camacho, Owner
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— F —

FLORERIAS - FLORISTS

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NINA'S FLORIST
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36 S. 1st St. 289-1715

— G —

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— J —

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Arturo Gonzalez, Prop.
12 So. 1st St., Suite 305

LO MONACOS JEWELERS
Familia Lo Monacos, Prop.
2904 Alum Rock Ave. 251-4100

— L —

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— M —

MUEBLERIAS - FURNITURE STORES

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Prop. Felix Nañez
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GIANT FURNITURE STORE
Rudy Moya, Prop.
2017 Monterey Rd. 298-1991

— P —

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— R —

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CAPRI INN RESTAURANT

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225-3080

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Ignacio Maciel, Pres. 294-6763
1101 S. First St. 294-6764

LAS PALMAS TACO BAR

Martin Mendez, Prop.
1495 The Alameda 295-3132

LOS ANDES MEXICAN & BOLIVIAN

Serafin J. Caballero, Prop.
Caribees Shopping Center
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TAMALE FACTORY

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ROPA FORMAL PARA CABALLEROS

DE LA ROSA TUXEDO RENTALS
Esposos Ralph & Estella
24 380 So. First St. 292-9102

- S -

SASTRERIAS - TAILOR SHOPS

HECTOR'S TAILORING

Hector Hernandez, Prop.
1177 Lincoln Ave. 293-0561
(Willow Glen)



- T -

TAVERNAS - TAVERNS

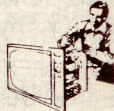
EL GATO NEGRO
Ray Castrillo, Prop.
910 N. 13th St. 295-5356

EL TECOLOTE BAR

Greg y Angie Gonzalez, Props.
894 E. Santa Clara St. 298-7064

TELEVISORES (Reparacion

DANIEL'S TV SERVICE
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16 So. White Rd. 259-5172



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RETIREMENT JOBS, INC.
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210 S. 1st St. 294-3558



- V -

ALL AMIGOS TRAVEL CENTER

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- Z -

ZAPATERIAS (Reparacion de)

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1709 Tully Rd. 251-3634

LALO'S SHOE REPAIR

Lalo Rodriguez, Prop.
1508 E. Santa Clara St. 251-2268

Summer Sun Safety

Although a great many people strive for a deep, golden tan sometime during the year, the sun's ultraviolet rays are one of the most dangerous environmental enemies to their skin and health. In addition to premature skin aging, there are about 300,000 new cases of skin cancer in America each year — and most are related to overexposure to the sun.

Perhaps most insidious is that skin damage from the sun ranges from immediate sunburn to a delayed and permanent reaction that may not become apparent for 10-20 years when the skin suddenly becomes wrinkled and leathery. Often these changes will appear all at once, and a person takes on a "weathered" appearance almost overnight.

If your skin is not protected against overexposure, it will sunburn. Don't get red — red means damage. Even olive, brown, or black-skinned individuals will suffer acute damage if overexposure is sufficiently long or repeated.

People who get sunburned to hasten their tans are only defeating their purpose and may pay a terrible price later on. The wisest and most health conscious outdoor people will have only a moderate tan. A tan should be built slowly to give the pigment in the skin a chance to darken and provide natural protection. Also be sure to follow these rules to enjoy the sun:

(1) Use a sunscreen with PABA (para - amino - benzoic acid) on a daily basis. Make sure the product contains about 5 percent PABA and 50-60 percent alcohol

with emollients such as Aloe



added to reduce drying effects: this formula has been proven by clinical tests to be the most effective screen for the sun's damaging rays yet permits safe, even tanning.

(2) Be sure to give extra protection to areas most exposed to the sun and therefore prone to sunburn and skin cancer.

(3) Don't count on being protected by shade even on a cloudy day since ultraviolet rays pass through clouds and reflect off sand, snow, and water and can bounce toward you from all directions.

(4) Use a skin moisturizer after taking a bath or shower when the skin is still hydrated. This helps seal water into the skin and reduces wrinkles.

(5) Learn more about the subject before summer comes by writing for a FREE reprint of a University of Hawaii (Sea Grant Program) report, "Sunburn and Skin Care," as soon as possible. Just send your name and mailing address (be sure to include ZIP code) to: SUN SAFETY, 700 Queen St., (A), Honolulu, Hawaii 96813.

BENEFIT FOR FRED CABALLERO



THE FRIENDS OF FRED CABALLERO COMMITTEE

extend a personal invitation to
you, to attend a
Dinner - Roast - Dance
in honor of

FRED CABALLERO

If you would like to attend
please R.S.V.P. to

MS. CAROL FLORES

at 293-0748,

or ARNOLD C. RIVAS

at 263-7206

no later than July 14 1979

Henry Dominguez

EL CHICHARO

and Orchestra

The Dinner - Roast - Dance
promises to be an occasion to
remember. The Committee
looks forward to seeing you
and appreciates your support
of Fred.

Sincerely,
the Friends of Fred Caballero
Committee

DINNER MENU

Fruit in Season

Tomato Salad

Cornish Game Hen

Rice Stuffing

Vegetable in Season

Dessert; Coffee

EVENING PROGRAM

6:00 p.m.-7:30 p.m. no host bar

7:30 p.m.-9:00 p.m. Dinner

8:00 p.m.-9:00 p.m. Roasting
of Fred
Caballero

10:00 p.m.-1:00 a.m. — Dance

Jess Delgado

Master of Ceremonies

You Are Invited to Attend
a Dinner-Roast-Dance

in honor of

SR. FRED CABALLERO

the dinner will be held at:

Hardeman Hall

corner of Willow and Locust

Saturday, July twenty-one

six o'clock p.m. to

one o'clock a.m.

twelve dollar donation

includes dinner and dance



Tickets may be purchased
at the following locations

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Cor. of Story & King Rd., San Jose

BLOCKER'S

COCKTAIL LOUNGE

1246 East Santa Clara St., S. J.



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AND GROOM



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Sr. Arnoldo Estrada Sra. Marina Lopez
Se honran en invitar a ud. y a su apreciable familia
al enlace de sus hijos.*

Martha
y

Jose Luis

*La ceremonia se llevara a cabo en la catedral de el Sr.
San. Jose, el dia 26 de mayo a las 13:15 horas P. M. misa
latinoamericana con mariachi . Oficiara el Sacerdote Francisco
Otasua Peña*



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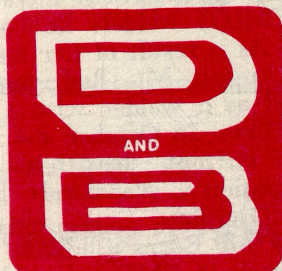
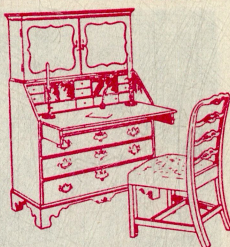
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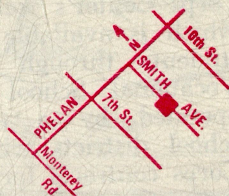


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SAN JOSE JOB CORPS.



SUCCESSFUL WELDER FORMER SCHOOL DROPOUT

Erma Rodriguez is a welder earning a base pay of over \$9 per hour, and over the last several months she has been working 10 hours a day, 6 days a week — with time and a half overtime and double time on weekends. She lives on her own and has an option to buy the house she is renting.

Erma Rodriguez is a 19-year-old graduate of the San Jose Job Corps Center's welding training, which is available to Job Corps students through the Regional Vocational School — a facility operated by a consortium of school districts with whom Job Corps contracts for various vocational classes.

Only two years ago the young welder dropped out of high school during her junior year because she did not think she would be able to graduate. Then on the recommendation of her aunt, who was in the non-residential component of the San Jose center, she enrolled in the residential portion of the program herself.

Joining Job Corps was the turning point in her life, she said, because, "Without them I wouldn't have been able to do any of this."

30 In a major understatement she

added, "I'm doing a little better than when I was in high school."

During the first months of her stay in Job Corps, Ms. Rodriguez worked toward earning her high school equivalency diploma. Following completion of that, she entered welding training.

It turned out to be a vocation in which she excelled, with her instructor, Peté Ortiz, terming her one of the finest metal inert gas (MIG) welders he has ever seen. As a result of her training, last August Ms. Rodriguez was placed as a welder with a small local firm. In October she moved to her current job with the FMC Corporation's Woodlands Equipment Division.

The Job Corps graduate called her work at FMC enjoyable and termed it physically "medium" difficult, although she pointed out that "you do have to get your body used to it."

Her work has impressed her supervisors so much that they have hired another Job Corps graduate, Donna Roberts.

Ms. Rodriguez said that her stay in Job Corps taught her that to succeed you have to have the "courage" to face up to difficulties. She urged Job Corps students to gather their strength and, "Hack it out when it's tough." The key is to have "faith" in both yourself and Job Corps, she said.

Her future plans involve continuing with her present job, and she added that someday she hopes to be able to become a welding instructor. In the little spare time she now has the easygoing welder said that she has no set leisure activities, but just does whatever comes along.



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