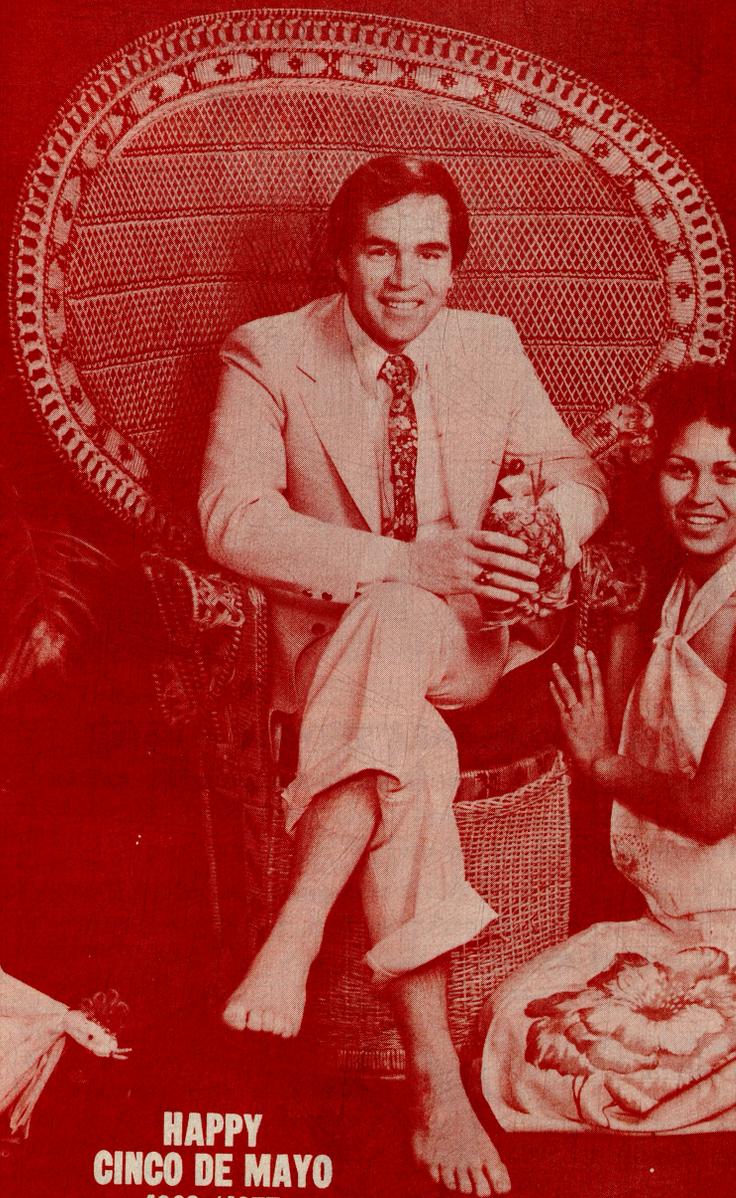


El Excentrico

28th Year, No. 3/May 5, 1977



**HAPPY
CINCO DE MAYO
1862 / 1977**

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the No. 2 Pink Elephant 1098/North First Street

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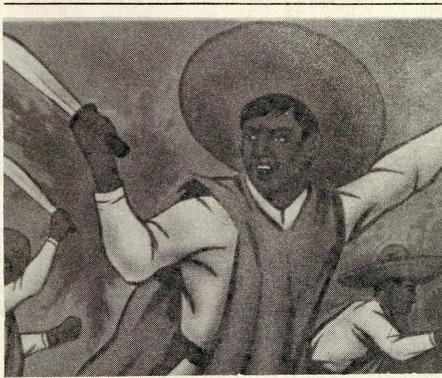


COMMUNITY EVENTS



BY RUDY G. BELLUOMINI

VETERANOS DE LA
REVOLUCION
MEXICANA, INC.
1910-1920



Rudy G. Parade
Belluomini Chairman
San Jose Police Dept., Civilian
Internal Affairs Division
Carlos Gomez Co-Chairman
John Parade
Zamora Announcer
President, Mexican American
Chamber of Commerce
Helen Trophy
Zamora Presentations
Public Relations, Mexican
American Chamber of
Commerce
Hank Rosendin City Services
Ruben R. Parade
Avalos Commander
Office of Community
Development, City of San Jose
In charge of Hostess Committee:
Sandra Escobar
Receptinø Room—St. James
Community Center, Rm. 4
Opened from 11 a.m. to
12:30 noon

Parade Orders

Time of Assembly—12:nn noon
Advance Parade 1 p.m.—
Bicycle Races
Main Unit Parade 1:30 p.m.
Formation Areas
1st Division—2nd and
St. John Sts.
2nd Division—3rd and
St. John Sts.
3rd Division—4th and
St. John Sts.

Awards

Trophies and certificates will be awarded after the parade at St. James Park (Kennedy Memorial) on St. John and First Sts. The FIESTA will continue at St. James Park with food, drinks and program until 9 p.m.

Literary and musical program will take place on Thursday, May 5 at the park from 8 to 10 p.m.

Initial Point

North 2nd at St. John St.

Facing South

Parade moves south on 2nd St. to Santa Clara, East on Santa Clara St., passing the reviewing stand at corner of 7th St., and continuing East to disband between 8th and 9th Sts.

IMPORTANT

Distance between each division: 150 ft.

Distance between each unit: 50 ft.

One minute maximum exhibition time before judges at reviewing stand.

All entries must line up as scheduled, or changes reported to chairman.

Parade Judges

Ernest Garcia—Confedación
De La Raza Unida;

Rene Cantu—Channel 11 TV
Newscaster;
Louie Juarez—City of San Jose
official;
Ruben Flores—Director of
Center for Training and
Careers
Bert Garcia — El Excentrico
Magazine.

"Cinco De Mayo, 1977"

PARADE PARTICIPANTS

Decorated Cars—

- Somos Raza - S.J. City College
con Reina y Corte de Honor
- Los Chavos y Los Casuales Club
- Las Coronelas Club
- Latin American Lions Club
- Los Amigos Lions Club (Estas
cuatro unidades van juntas)
- Eastside Athletic Club
- Eastside Athletic Club
- Eastside Athletic Club
- Mi Tierra Community Garden
Senior Citizens Club
- American G.I. Forum - S.J.
Chapter
- Migrant Education Regent I
- M.A.Y.O. Club - Andrew Hill
Hi School - Reina y su Corte
de Honor
- Hi School - Reina y su Corte
de Honor
- Los Merequetenques
Restaurant - COMMERCIAL
- Fernando's Cocktail Lounge -
COMMERCIAL
- Ida's Tuxedo Rentals -
COMMERCIAL
- Reina y su Corte de Honor -
Los Veteranos De La Revolu-
cion Mexicana
- Camara de Comercio
Mexica Americana
- Cannery Workers Union
Local 679
- Club Estrella

Floats

- Los Rancheritos de Goss School
(Fue la mejor flota el año pa-
sado) primera flota/Escort
Division
- Empire Garden Schol -
Brownie & Queen, ninos vesti-
dos de rey y reina
- Los Amigos Lions Club - (Esta
flota van con carros alegoricos
de este club)
- Latin American Lions Club
(Esta flota van con carros
alegoricos del mismo club)
- KEMO TV Canal 20
- Unable to make commitment
- Quatzocotle - Organization
Spiritual (flota de pies
humanos, no auto)
- M.A.C.O. Organization -
(segunda flota en el Escort
Division)
- Olympia Beer Co. -
COMMERCIAL
- Chaparral Super Market -
COMMERCIAL
- Alviso Winner 'Flota' - Escort
Division

Drill Teams

- Doberman Dogs (son 16 perros
y 22 miembros marchando) no
ponga esta unidad cerca de
ninguna banda or musica
- Escuela Overfelt High School
- California Jr. Drill Team

Marching Units

- Empire Garden School (Esta
unidad va con la flota del
mismo nombre)

Bands

- Los Veteranos de la
Revolucion Mexicana
- Overfelt High School
- Yerba Buena High School

Majorette Baton Group

- Overfelt High School (va con
la banda del mismo nombre)
- Jr. Solo Majorette de
Milpitas, California

Color Guard

- 1st Bn. 361st Regiment
4th Brigade
- Yerba Buena High School
Mounted Units

- Los Amigos Lions Club
- Espuelas De Plata
- Charros Los Caporales
- Sr. Elias Carrasco - Senior
Charro y nieto Santos, Jr.
- San Jose Fire Dept.

Special Units

- Nevada Kit Carson - (dos
caballos, va en el Escort Div.
- Bailes Folkloricos - niños vesti-
dos en diferentes trajes típico
Mexicanos
- Club de Carros - San Jose
Image Club.

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too.*

Jess Garage

Taller Mexicano de Mecánica



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El Excentrico

Dear Excentrico Readers:



*Amigos . . . as you can plainly
see our over-worked staff is in a
frantic dash to meet our printing
deadline . . . the Cinco de Mayo
Parade celebrations, Sunday, May
8, 1977 in downtown appear to
be in high gear with many parade
entrants . . . we have been honored
to appear as one of the five parade
judges . . . See you there . . . well
back to the old grind amigos, and
remember, always do right. This
will gratify some people and
astonish the rest . . .*

Bert Garcia

Your Publisher and A Friend

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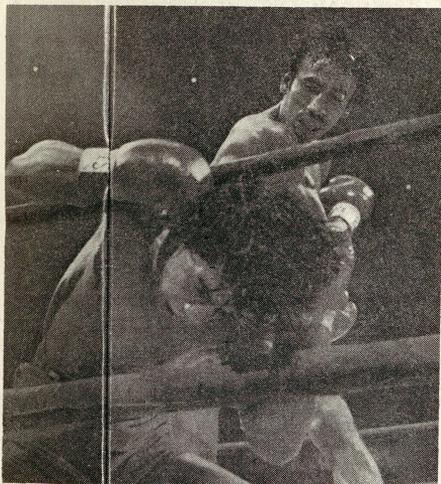
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LA MANANA

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SPORTS/DEPORTE

ZARATE ZAPS ZAMORA

"Me lastimo dos veces, pero no me puede lastimar bastante." Estas fueron las primeras palabras de Carlos Zarate despues de compltir el inicial turno en su peleada con Alfonso Zamora.



Entrando al segundo asalto, Zarate lastimo a Zamora con ganchos izquierdós al cuerpo, confundiendo a su competidor. Alfonso Zamora despues dijo que el esperaba el ataque de otra dirección, primariamente de la mano derecha.

Un minuto adentro de la vuelta cuarta, Zamora cayo por ultima vez. Carlos Zarate salio del encuentro el probado campeón de su clase.

Because Carlos Zarate is a stylist as well as a puncher, the odds-makers had made him the favorite in his fight with Alfonso Zamora.

"The way I make it," said one of the bookies, "it's 3 to 1 that one of them falls, even if they are playing checkers. Those little guys could make a living knocking down buildings."

To many, however, the only fighter in the ring would be Zamora. To them, the 5 foot, 3 and a half inch father of two is the embodiment of fistic manhood. Zamora's style is to wade straight in, hooking from both sides. He has been known to drink with equal abandon. ("That's the only edge he has," said Zarate. "He's the better drinker.")

We may never know which of the two is the better drinker, but on the afternoon of the fight, Carlos Zarate was the better fighter.

Mountaineer: "Step outside, son, and see if it's raining."

Son: "Nah, let's call in the dog and see if he's wet."

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PUNCH BOWL



KHARIS GLORIA AVRIL

Independencia

Pues ahí tienen que allá por el año de 1861, y si la aritmética no me falla como seguido pasa, hace 115 años el país de México estaba bien endeudado.

Ahora está más.

Pero entonces no había Tercer Mundo, ni crítica internacional hacia países invasores en pos de conquista.

Los países fuertes se avalanzaban contra los débiles y no mas cambiaban fronteras a su mero gusto y ambición.

Y ahí tienen que Inglaterra, España y Francia eran unos de los países a los que México les debía muchas libras, pesetas y francos, y con alevosía, premeditación y ventaja, aparte por motivos que se creían muy listos y poderosos estos países decidieron cobrarse a lo chino y hacerse de Mexico.

Bueno pues, pa' luego fue tarde y que les platico qué, qué dijeron estos fregadores países nos vamos pa' Mexico y ahí no mas no los conquistamos.

Pues que va! México, por aquellos años de Dios no era una potencia naval ni mucho menos, por eso se les hizo fácil la cosa.

Y, cuando de súbito y de inmediato, emprendieron la de Colón para atravesar el ancho mar, tres flotas marítimas representando a estos países, ni se las olían a que la cosa no iba a estar no mas de ahí nos vamos y, ó nos pagan o nos dejan como estábamos.

Así es que sbitamente y casi de inmediato, después de boga que boga, porque tenía su aguita el mar, a la larga divisan tierra y de acuerdo con los mapas, llegan al Puerto de Veracruz, México.

Y ahí hicieron hartas alas, y como no había moros en la costa, ya que brillaban por su ausencia las defensas navales mexicanas o cualesquiera otras, sin siquiera repelidos, sientan sus flotas en el Puerto de las palmeras borrachas de sol.

Y, sin ninguna novedad en el frente, o en cualquier otro lugar pasan ahí la noche . . . y otros días sin que nadie les reclame nada.

Esto fué a principios del año 1862.

Y así fue. Solo que España e Inglaterra estaban a punto de emprender la retirada ya que tenían problemas gordos al otro lado del mar, y casi prefirieron por si las moscas, ver los toros desde la barrera mientras tanto.

Pero no se crean, antes de irse los tres invasores decidieron darle un ultimo ultimatum a México en Orizaba, Veracruz.

Pero luego como les platicaba Inglaterra y España se rajaron de a feo, y dejaron a los parlebu franceses que se las averiguran sólos.

Para hacerles más claridosa esta historia, era presidente de México por aquellos años, el mero mero Benemérito de las Américas, Don Benito Juárez.

Mas, por aquellos años, como ahora, aquí y allá donde quiera 9

se cocían habas y había dos partidos contrarios—ve tu a saber si a la mejor había más!

Los principales partidos eran: los del gobierno legitimo de Don Benito y el de los “conservadores” conservadores de su lana que era más que mucha y suficiente!

Claro, que los del indito de Oaxaca, eran los que tenían armas, no muchas, y, los otros pues dijeron si no tenemos que nos sirvan para nuestra causa, las armas de los extranjeros.

Fijate nada mas lo traidores, abuzados y sinverquenzas que eran!

Para hacerles el cuento asi tan claro como el cristal, como dijo el otro, les refrescaré la memoria, recordándoles qué, era goberante de los franceses Napoleon III y mero jefazo de los gabachos.

Pues ahí tienen que se anduvieron por las ramas por harto rato, sin darse ni siquiera un quien vive, estos fregadores invasores y el gabierno de México hasta llegar a un acuerdo que se llamó el Convenio de doña Choleo sea de Soledad. Soledad así llamado porque no pensaban cumplirlo, como así fué.

Pues en este convenio los invasores prometieron poner pies en retirada y largarse con su música a otra parte, pero no fué asi.

Y es el cuento que la historia nos dice que “violaron el convenio”.

Y, fué ahí, donde empezaron los cocolazos.

Como en verdad creían que eran Todo poderosos, y los pobrecitos chaparros mellosanitos no iban a poder con ellos se eventaron a pelear!

10 Estaban estos gueros al mando

del general Lorencez. Y este jefazo tenía la mira infame de hacerse de México en un cerrar y abrir de ojazos azules.

Pero no contaba con lo que se le hizo fácil, eso de no mas les tiro de cañonazos y planto la tricolor, azul blanco y rojo, no mas conque les quite el verde!

Pero como les dije, no se iba a poder.



Y, en las cumbres de Acultzingo, el general Don Ignacio Zaragoza, otros generales, héroes soldados rasos y oficiales, se posesionaron de los fuertes de Lortto y Guadalupe.

Y para qué les cuento, la cosa se puso color de hormiga para los franceses —no mas nos faltara Dios!

Con eso de que los mexicanos de veras creen lo que en el Himno Nacional cantan ‘Y se osara un extraño enemigo, profanar con su planta Tu suelo, piensa oh Patria querida que el cielo, un soldado en cada hijo te dió . . . un soldado en cada hijo te dio.’

■
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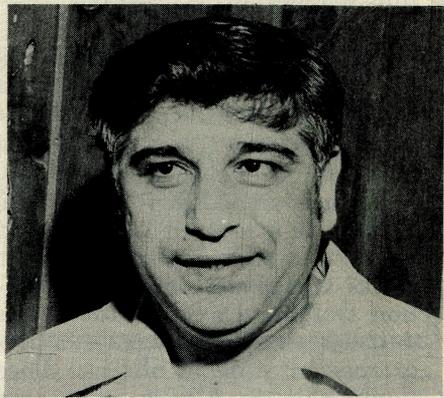
Galería De Luchadores Sr. David Rodriguez/Un Gran Luchador Gerente del Teatro Garden

En Holtville del Condado Imperial, California. Vió la luz primera el Sr. David Rodriguez, sus primeros estudios los hizo en Yuba City donde recibió su diploma de High School. Durante las vacaciones de verano trabajada manejando uno de los camiones de carga de su padre, que era contrastista.

David es aficionado al Base ball y desde que estaba en la escuela era capitán de un equipo que se llamaba Mexican Eagles. Entre los capitanes de los otros equipos, hizo amistad con un señor que trabajaba como asistente del gerente del First Western Bank. David le preguntó si habría alguna oportunidad para conseguir trabajo en el Banco; su amigo le dijo que en cuanto terminara su High School trataría de buscarle un empleo. David tenía un programa en la estación de radio KAGR de Yuba City, siempre estaba ocupado estudiando, trabajando con su padre, atendiendo su programa de radio, manejando su equipo de Base ball y esperaba conseguir trabajo en el Banco; era muy difícil para un México Americano conseguir empleo en instituciones de ese tipo en aquel tiempo.

Al fin le ofrecieron un empleo en una de las sucursales del Banco on Weed del Condado de Shasta, Ca. El Sr. Rodriguez pensó que el

trabajo que le ofrecían estaba muy retirado y prefirió esperar alguna otra oportunidad en un lugar más cercano. En 1955 hubo una vacante en la sucursal de Sacramento y se fue a desempeñar el puesto de jefe del departamento de prestamos.



En diciembre de ese mismo año hubo una inundación que abarcó muchos lugares de California; David pidió permiso en el Banco para ir a Yuba y por conducto de la estación de radio ayudar a las víctimas de la inundación, la Cruz Roja estuvo repartiendo alimentos y ropa a los necesitados con la ayuda de la estación.

Cuando el Sr. Rodriguez regresó a Sacramento, su jefe le dió una buena noticia: En la sucursal de Yuba había una vacante para él; su jefe también le hizo saber que si quería se podía quedar en su puesto, que sólo por saber que él quería estar en Yuba lo dejaba que se trasladara; el puesto que desempeñó en Yuba fue de jefe del departamento de cuentas corrientes y de ahorros.

En 1957 le ofrecieron un empleo en Aero Jet General Corporation; en esta planta se fabrican ciertas partes para los proyectiles espaciales; David estaba encargado de la oficina de control de producción. Por trece años prestó sus servicios en esa planta, al terminar algunos de los contratos que la Corporación tenía con el gobierno, tuvo que rebajar su personal, de veintemil trabajadores sólo se quedaron a trabajar seismil.

David se fue a trabajar a la Universidad de Berkeley en su oficina de Sacramento; encargado de la educación para la juventud de habla hispana y alimentación adecuada de la familia,

Su hermano Alberto lo invitó a trabajar con él en Los Angeles, en 1972 Alberto estaba encargado de las variedades del Teatro Million Dollars; David se fue a Los Angeles y se hizo cargo de la programación y de la oficina. Poco tiempo después, Alberto se encargó de manejar el Teatro U S en San José y en 1976 David se vino de Los Angeles y se encargó de la gerencia del Teatro Garden, localizado en el número 1165 de la Avenida Lincoln en San José. El

Teatro Garden exhibe lo mejor de la producción de películas mexicanas y de otros países filmadas en Español. Los viernes juegan Bingo de 8.15 a 8.45, hay premios desde cinco dólares hasta mil dólares, los martes tienen noche de aficionados de 8.30 a 9.00. Algunas veces se presentan variedades con artistas famosos.

Me encargo el Sr. David Rodriguez que hiciera yo saber su agradecimiento a la comunidad de habla hispana por el respaldo que le ha dado y que él por su parte hace todo lo, posible para presentar programas atractivos para el público. Es también miembro del Club Valle Imperial.

Le pregunté al Sr. Rodriguez si quería hacerme el favor de darme un mensaje para la juventud, y me contestó: Sr. Saldaña, me gustaría decir a la juventud que lo principal es tener una educación sólida, procurar, de ser posible, terminar una carrera profesional, o en su lugar, aprender un oficio que le deje lo suficiente para atender sus gastos personales y las necesidades de su familia. Enfilarse sus esfuerzos a una meta y no perderla de vista hasta alcanzarla.



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CINCO DE MAYO

Celebration of Pride

With Christmas comes bright lights and presents. Easter brings colored eggs and new outfits. Cinco de Mayo is filled with colorful parades and fiestas.

What do these holidays have in common? They're lots of fun, but too often the real meaning behind them is forgotten.

Cinco de Mayo, the fifth of May, is widely celebrated in Mexico and in the United States, wherever a community of Mexican - Americans live. Yet, why is this day so important?

In 1862, a small army of un-armed Mexicans, led by General Ignacio Zaragoza, defeated a French invasion at Puebla.

However, the reason for the invasion began in 1861 during the liberal government of Benito Juarez, President of Mexico.

Juarez, an Indian lawyer from Oazaca, adopted and educated by a Mexican family, implemented a difficult reorganization of the country. While conservatives were still fighting throughout his homeland and the expenses of the War of Reform (part of a period of religious wars) repleted the national treasury, Juarez took a drastic step and suspended pay-
16 ments of public debts.



Dissident Mexican Conservative Party members (Catholic land-owners) contacted France, England and Italy to form a triple alliance to demand payment.

The alliance sent troops to Veracruz, on Mexico's east coast, and were met by Juarez' delegates to discuss his intention of paying their justifiable claims. Agreements were reached under the Soledad Treaty, with England and Italy settling their difficulties satisfactorily with Mexico.

However, France, eager to establish a French colony or protectorate in the Americas, refused settlement. Six thousand French

soldiers began an invasion without waiting for war to be declared.

General Zaragoza, dispatched with 5,000 men to halt General Laurencez' advance, successfully engaged them in the heights of Aculzingo on April 28th. He retreated to Puebla with the French in pursuit.

At Puebla, Zaragoza armed the forts on the small hills of Loreto and Guadalupe. On May 5th, the French arrived with the expectation of an easy victory. This false sense of security came from their feelings of superiority to the Mexicans, and from the Mexican Conservatives assurances that the city was anti-Juarez. They added that 10,000 soldiers would be ready to support the French. The soldiers never appeared.

As the French attacked the hill fortresses, cannon and rifle fire forced their retreat, not only once, but three times. After heavy casualties, they finally withdrew.

For Mexico, the victory on May 5th showed a tremendous patriotism and pride, a love of liberty and republicanism. The significance of the battle also extended beyond Mexico, since it showed the world that, although the French were considered the best soldiers in the world, they were not invincible.

A few days before the battle, General Laurencez had written to the Minister of France, saying, "We have such great superiority over the Mexicans in organization, discipline, etc., that as of now, at the head of 6,000 men, I am confident of owning Mexico."

General Zaragoza's report after the battle was brief: "The National Army has been covered



with glory. The French troops performed bravely during combat, and their leaders behaved with stupidity."

Thus, the French lost not only the battle, but their superior egos. And the Mexican victory was a victory of pride. So, Cinco de Mayo, a celebration of the battle against the best army of the world, is a continuing celebration of the pride of the Mexican people.

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Left to right: Councilman Alfredo Garza, Jr., Jose E. Martinez and Sid Flores planning the celebration of the appointment of Fred Lucero as Judge of the Superior Court for Santa Clara County.

tails begin at 7:00 p.m. and dinner is served at 8:00 p.m., followed by a dance. Tickets are \$13.00 per person, or \$104.00 per table of eight. For tickets and/or information, please call Jose E. Martinez at 287-7750.

The guest speaker is Associate Justice Cruz Reynoso, Third District Court of Appeals. Justice Reynoso is the first Chicano ever appointed to the Court of Appeals in the State of California.

Unlike other Chicano functions of the past, this one is not being given by any one organization. More fittingly, it is being sponsored by virtually every Chicano agency and/or groups in the County.

In a spirit of unity, pride and dignity, La Raza join together to toast Judge Fred Lucero, the first Chicano to be appointed to the Superior Court of Santa Clara County.



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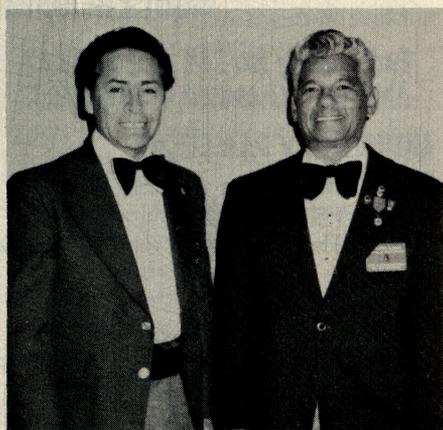
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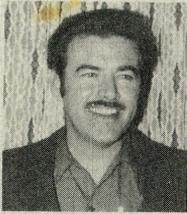
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Opinion



LUIS JUAREZ

In many ways, Mexican-Americans face the same problems as blacks in California, except in a more subtle form.

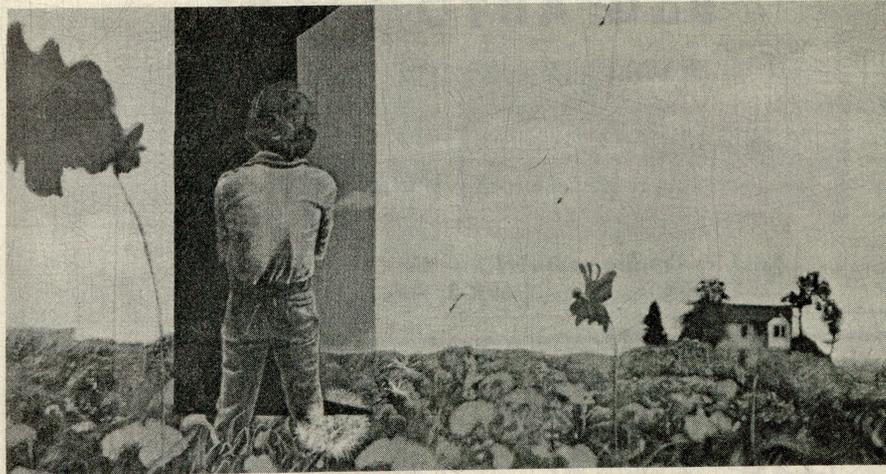
Although direct discrimination does not hit the Mexican-American as severely, he has arrived at the same end. He is found mainly in the blue collar jobs, those most likely to be wiped out by rapid technological change. He lacks the education and training needed in modern industrial work and he suffers excessive unemployment.

In addition, Mexican-Americans face a problem unknown to most blacks — *the absence of community organizations, powerful and united enough to secure a redress of grievances.*

In urban areas, there has been increasingly widespread employment of Mexican-Americans, often women, in low-paying service or semi-skilled jobs.

Overall, more than three-fourths of all Mexican-Americans in blue collar jobs and have made comparatively little headway in the managerial, professional, clerical and sales occupations.

As bad as this situation is, it is somewhat better than that of blacks. This is probably attributable, at least in part, to the existence of less rigid barriers for Mexican-Americans in some skilled work.



Open discrimination against Mexican-Americans is more common elsewhere than in California, but even here they are channeled into arduous, low-paying farm work by growers seeking cheap and dependable labor.

The answer to the socio-economic advancement of the Mexican-American lies in education, organization unity and civic involvement. Of these three, education, in my opinion, is the key. 27

The average Mexican-American in California, has not gone beyond the 10th grade. Students often drop out because of economic problems, but there are other pressures from the Mexican-American community and society at large, and these are central to the problem.

The poorest and least educated are isolated in ghettos where a "folk culture" prevails in which satisfaction of present wishes and needs tends to take precedent over long-range planning, which requires immediate sacrifices.

In addition, there is frequent hostility toward social institutions such as the schools and government — a deep conviction that these "establishments" belong to other persons — and a feeling in the male-dominant culture (machismo) that book learning is not masculine and government is dishonest.

Mexican - Americans who have become "Americanized" have fared better. But is it generally desirable to subvert a cultural heritage simply because its values may sometimes conflict with a majority.

One "desirable" aspect of "Americanization" finally is being tried in Mexican - American communities — organizational unity and community action.

Though inspired in part by similar moves in black communities, this organizing has not involved joint action with blacks toward creating more jobs.

Nevertheless, the fact that there has been some movement and some positive response from outsiders indicates that the old order is changing and that the Mexican-American will no longer be a "forgotten man."

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Carlos was selected due to his efforts in breaking down language barriers for Spanish-speaking people. He was chosen Chairman of the Oak Grove School District Bilingual Bicultural Parent Advisory Committee at Baldwin Elementary, and a member of the San Jose Area Consortium Bilingual Parent Advisory Committee. He has spent many hours toward improving the education for the Chicano students and their parents.

Carlos is married to Phyllis, daughter of the well-known photographer Mac Hernandez.



La Senorita MARIA NEVA-REZ piensa algun día visitar a México, principalmente a Durango donde tiene muchos recuerdos de su Estado natal.

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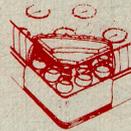
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