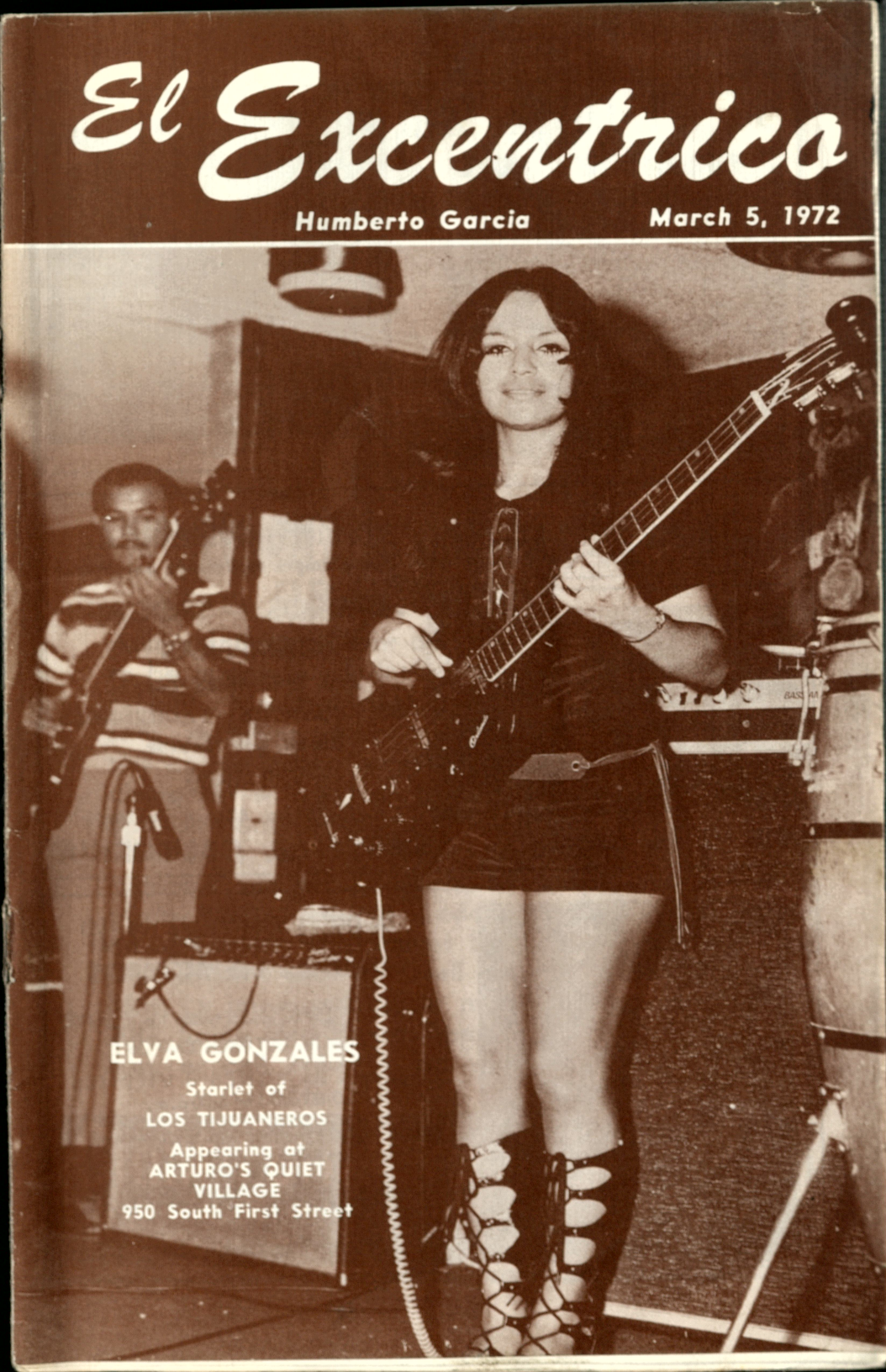


El Excentrica

Humberto Garcia

March 5, 1972



ELVA GONZALES

Starlet of
LOS TIJUANEROS

Appearing at
**ARTURO'S QUIET
VILLAGE**
950 South First Street

SEAT COVER KING

FURNITURE & AUTO UPHOLSTERY

VINYL TOPS

COMPLETE CUSTOM UPHOLSTERY

CONVERTIBLE TOPS

Recovering - Upholstering

FREE ESTIMATES

PICKUP & DELIVERY

JOE MOYA, Prop.

286 - 3434 905 N. 8th St. Off Hedding



TOMMY RODRIGUEZ

El Que Siempre le Da Mas por Menos

**CARROS — TROCAS
CAMPERAS**

Aqui Encontrara Todo !

SIN ENGANCHE! FACILIDADES

Llame por Cobrar

738 - 0400

Camine Poco Ahorre Bastante

1095 W. EL CAMINO

SUNNYVALE, CALIFORNIA



PERICO RECORD SHOP DISCOS MEXICANOS

GRANDES ESPECIALES todos los VIERNES

Todos los ULTIMOS EXITOS !

**Abierto de LUNES a VIERNES
10:00 a.m. a 6:00 p.m.**

**Se REGALAN FOTOGRAFIAS
de Diferentes Artistas !**

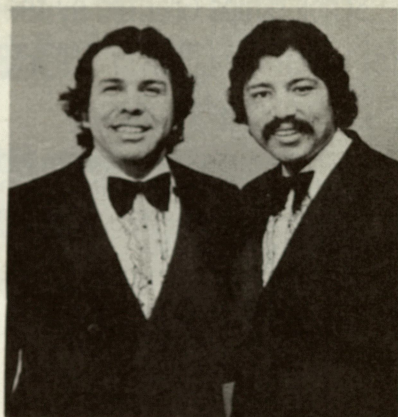
Proprietarios LOS SEGUNDOS

631 Hedding St. San Jose

El GIGANTE



presenta.....



Rudy Moya Antonio Eredia
owners

CORRELATED HOUSEFUL OF ELEGANT SPANISH

Assembled by interior designer. Must be seen to be appreciated. Includes many accessories. Beautiful Mediterranean living room, sculptured sofa, matching chair, massive Spanish Oak 2 tier coffee table, large hexagon wrought iron dining set with 4 high back chairs, queen size Spanish bedrm. set, massive dresser, mirror, 2 commodes, carved queen headboard, Ortho supreme box and mattress, BR lamps; also include \$120 worth of bedding sheets, pillow cases, blanket and velvet bedspread.

Will sell for \$895 or small monthly payments. May be inspected in our model showroom at 2017 South First Street, San Jose. Daily 'til 9 p.m. or call 298-1991 for appointment.

GIANT FURN. & STEREO

Giant Furniture & Stereo

Telefono: 298 - 1991
(Monterey Highway)

2017 South FIRST St.
San Jose, Calif.

Scholarships Granted by the Spanish Pictures Exhibitors Assn. of which the LIBERTY THEATRE is a Member

COSTA MESA, CALIFORNIA
CALIFORNIA PROFESSIONAL SCHOOL
Anita Dominguez Scholarship Fund

FRESNO, CALIFORNIA
FRESNO CITY COLLEGE

Leonardo Gomez
3639 South Harding Street
Olivia Mendoza
3336 Illinois

Johnny Rodriguez
1726 South Minnpawa

Irma Torres
1104 East Franklyn #1

LOS ANGELES, CALIFORNIA
VARIETY BOYS CLUB

Fernando Gil
George Rivas
Robert Aguirre

UNIVERSITY OF CALIFORNIA,
LOS ANGELES

Gloria Gutierrez

UNIVERSITY OF SOUTHERN CALIF.

Miss Maria Cerda
544 West 40th Street
Los Angeles, California 90037

BECAS MAS FACIL

OAKLAND, CALIFORNIA

Sergio C. Arroyo
Calif. College of Arts & Crafts

Ramiro C. Arroyo
University of California

Enrique Samora
San Jose State College

Pearl Irene Calleros
San Francisco, State College

Antonio Jose Coria
Chabot College

Oscar Angel Torres
Chabot College

MALAGA, CALIFORNIA

Manuel Hernandez
3146 Olney

MERCED CALIFORNIA

MERCED COLLEGE
Arthur Flores

SALINAS, CALIFORNIA

HARTNELL COLLEGE

Samuel Beltran
716 Elkington Apt A
George Vargas
11411 Jackson Street
Castroville, California

Carlos Cervantes
11347 Del Monte Street
Castroville, California

SAN FRANCISCO, CALIFORNIA
SAN FRANCISCO STATE
COLLEGE

Rosa Escalante
87 Orchard Street
Redwood City, California
Rudolph Serra
1375 Sansome Street
San Francisco, California

Maria Vazquez
2621 Sinclair Avenue
Concord, California

Karen Lira
526 Texas Street
San Francisco, California

Anthony Joseph Perez
Sara Reza
Quette Tyree
Reuben Quiroz
Jaime Uribe

SANGER, CALIFORNIA

Jose Gonzales
1435 1/2 12th Street

SAN JOSE, CALIFORNIA
SAN JOSE HIGH SCHOOL
Imelda Orozco

SAN JOSE BEAUTY COLLEGE

156 S. SECOND STREET

SAN JOSE, CA.

PHONE 298 - 4388



HAIR STYLES GALORE

TUESDAY, WEDNESDAY and FRIDAY SPECIALS

PERMANENTS 1/2 PRICE

REG. \$10.00	ONLY \$5.00	REG. \$15.00	" \$8.75
\$12.50	" \$6.25	\$20.00	" \$10.00
\$15.00	" \$7.50		

INCLUDES COMPLETE HAIRCUT AND SHAMPOO SET

THURSDAYS — TWO FOR ONE

SHAMPOO SETS - TWO FOR THE PRICE OF ONE \$2.50

(BRING A FRIEND)

For Your Appointment

Phone 298 - 4388

HOURS: 9:15 a.m. to 3:00 p.m. TUES. thru FRIDAY

3:00 a.m. to 3:00 p.m. SATURDAYS



292-3710 799 S. First St. San Jose



AMADO y CARMEN GARCIA
PROPS.

LUIS IBARRA



Kelly PAINT

& WALLPAPER INC.

COMPLETE DECORATING SERVICE

- * PAINT SUPPLIES
- * WALL PAPER
- * DRAPES

- * CARPETS
- * LINOLEUM
- * TILE

JIM CHAVEZ



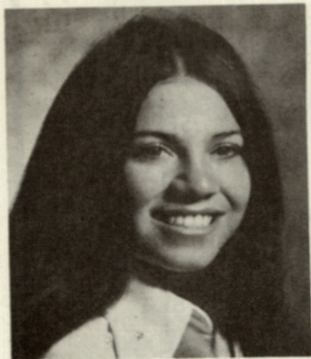
Open 7:30 a.m. - 5:30 p.m. Mon. thru Sat. SE HABLA ESPAÑOL

1749 WEST SAN CARLOS

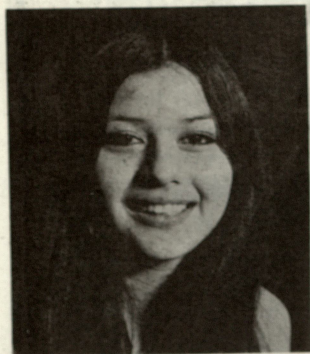
PHONE 286 - 3986

PLAYBOY BUNNIES TO JUDGE S.J. GIRLS

by David Sierra



Dolores Rodriguez



Arlene Uribe



Julia Corral

"Flores Mexicanas"

Saturday evening,
MARCH 11, 1972

Two luscious Bunnies from the San Francisco Playboy Club, along with General Manager William Verduce, will be among the panel of judges picking the MISS SAN JOSE GI FORUM QUEEN on Saturday evening, March 11, 1972.

Slated for the Women's Pavilion at Santa Clara County Fairgrounds, the evening promises to be a never-to-be-forgotten one for the eventual winner of the Miss San Jose GI Forum crown.

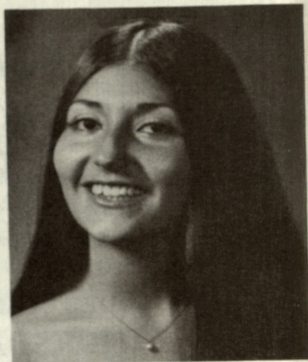
Eighteen lovely girls from the San Jose area entered this year's contest. The Preliminaries on Thursday evening, Feb. 17th have eliminated all but five finalists who will vie for the highly coveted local GI Forum Queen title.

THE CONTEST AT 7:30 PM

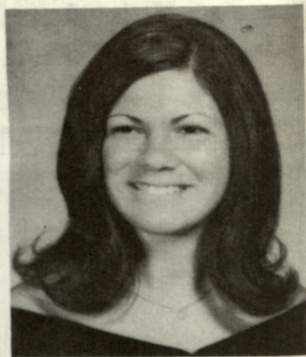
Because of the many activities which have been planned for the evening, the Queen Contest will begin promptly at 7:30, with Miss San Jose GI Forum being crowned at approximately 8:30 PM.

MARIACHIS

El Mariachi Los Jilgueros de Jalisco will entertain from 8:30 to 9:30, featuring rancheritas, corridos and todas esas canciones que



Pamela Ramirez



Pat Espinosa

deleitan a la gente mexicana.

MUSIC FOR DANCING

The very popular orchestra of Jess Escobar will play for your listening and dancing pleasure at the Queen Coronation Ball scheduled to begin promptly at 9:30 and continue until 1:30 AM.

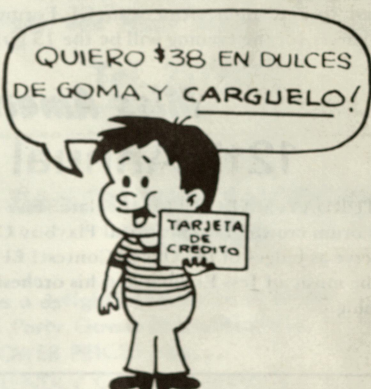
THE CONTESTANTS

Vying for the 1972 title of Miss San Jose GI Forum

— CONTINUED —

El Departamento de Polecia de San Jose tiene Boletines sobre como PREVENIR el CRIMEN, Son GRATIS! Los Boletines estan en ESPAÑOL y la Informacion contenida puede Evitar que Usted sea una VICTIMA de un CRIMEN. Los FOLLETOS Disponibles son:

- ★ Prevenga el Uso Fraudulento de Tarjetas de CREDITO.
- ★ NO SEA ESTAFADO.
- ★ En Casos de ROBOS de AUTOMOBILES.
- ★ Proteccion para Mujeres.
- ★ CIERRE Su CASA.

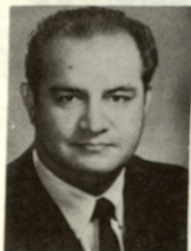


LEAA FUNDED

Si Usted Desea un Boletin Gratis
Llame al departamento de policia
292 - 3141 Ext. 4133

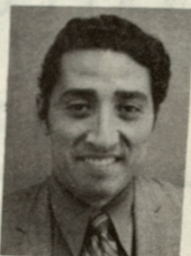
PARA INFORMACION en Detalle en Prevencion del
CRIMEN ESCUCHE:

" CONOZCA SU DEPARTAMENTO DE POLICIA "



Daniel Campos

RADIO KAZA
SABADOS 11:00 A.M.
CON
SUS SERVIDORES



Luis Cobarruviaz

PLAYBOY BUNNIES TO JUDGE S. J. GIRLS

— Continued —

and a trip to San Diego to compete in the MISS CALIFORNIA GI FORUM QUEEN CONTEST in June are Patricia Espinosa, 19 year old West Valley College coed; Arlene Uribe, a 17 year-old Junior at Mt. Pleasant High School; Pamela Ramirez, 17-year-old Senior at Lincoln High; Dolores Rodriguez, 16-year-old Sophomore at Mt. Pleasant High; and Julia Corral, a 17-year-old Senior from Mt. Pleasant High School.

Attending the Queen Contest will be the parents of the five beautiful finalists, as guests of San Jose Chapter, American GI Forum. Also guests for the evening will be the 13 girls

eliminated in the Preliminaries, as well as Past Chapter Queens.

TICKET INFORMATION

Tickets for the Queen Contest-Dance may be had by calling Joe Maestas, 269-1027; Pete Gonzales, 262-4542; Mrs. Anita Campos, 286-5424; Frank Caballero, 248-5581; Mrs. Mary Gallego, 295-2214; Ike Hernandez, 294-8840; Mrs. Rosie Jaramillo, 243-7345; Mrs. Gloria Sierra, 289-9439; or any member of the San Jose GI Forum. Tickets may also be purchased in downtown San Jose at JIM'S Hairstyling for Men, 123 South 3rd Street.

Miss American GI Forum 12th Annual Queen Contest

SATURDAY, MARCH 11 is the date! Five lovely girls competing for the Miss San Jose GI Forum crown! Two beautiful Playboy Club Bunnies from San Francisco will be present to serve as judges of the Queen Contest! El Mariachi Los Jilgueros de Jalisco! Dancing to the music of Jess Escobar and his orchestra! All combine to promise a truly unforgettable evening.

Pancho's MEXICAN FOOD

GRAND
OPENING SPECIAL
FREE COKE
or TACO with this
COUPON!



**LO MAS
SELECTO y DELICIOSO
en COMIDA MEXICANA !
COMPLETE LUNCHES
from \$1.49**

Tel. 294 - 3448 300 WILLOW ST.

Across from Sacred Heart Church San Jose, Ca



ACAPULCO MEXICAN RESTAURANT

The Finest in
MEXICAN & AMERICAN
DISHES

CERVEZA BIEN HELADA - ORDENES
PARA LLEVAR A CASA !

FACILIDADES para BANQUETES
Frank and Hope Madrigal, Props.

233 K S. WHITE ROAD

Tel. 259-0393



Roberta's

NOW at
EASTRIDGE SHOPPING
CENTER

Roberta's has a delightful selection of Bridal
and Bridal Party Gowns at traditionally
LOWER PRICES plus...
Extra FRIENDLY CARE and SERVICE

\$69.99 to \$149.99

OPEN DAILY till 9:30 p.m.

SUNDAY 12:00 to 5:00 p.m.

Bank Charges Welcome - Lay Away Plan

BAR STOOLS - BARS DINETTES

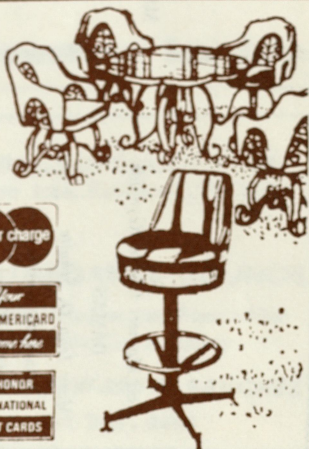
EXCLUSIVELY

WE REPRESENT ALL OF THE MAJOR MFGS. OF BAR STOOLS, BARS
& DINETTES. WE CAN GIVE YOU THE SIZE, STYLE & COLOR TO FIT
YOUR DECOR ALL IN THE LATEST FASHIONS OF TODAY.
HUNDREDS TO CHOOSE FROM SEE OUR SELECTION BEFORE YOU
BUY - OPEN EVERY DAY

SAN JOSE

297-1311

244 RACE ST



LEE'S Home Bars-Stools - Dinettes

Quince Años



God Father: Rogelio Aranda

CHAMBELANES

George Cox

Frank De Rosa

Carlos Castellanos

Ejrain Ornelas

Mike Cortez

Lee Salas

George Zuñiga

Joe Solorio Cortez

Arthur Durazo

Ruben Silva

Manuel De Bem

Paul Rodriguez

George Moran

Fernando Flores

MARIA CRISTINA MOLINA

Quinceañera

KENNETH BARATTA

Escort



To celebrate the 15th BIRTHDAY of
their daughter

Maria Cristina

Her parents Mr. and Mrs. Lino H. Molina
request the honour of your presence at the

PRESENTATION MASS

God Mother: Evelyn Reynolds

DAMAS

Mary Jean O. Schutte

Bernadette Garcia

Alicia Cortez

Mary Salas

Mary Jo Santamoro

Martha Cabrales

Laura Zuñiga

Sonia Angelica Morales

Doris Ann Madrid

Alicia Castellanos

Deborah Leas

Leticia Lozano

Sandra Escobar

Matilde Viera

On Saturday, March 25, 1972, at 1:00 in the afternoon

St. Patrick's Church — 389 E. Santa Clara St.

San Jose, California

MARIA CRISTINA
Nacio en Oakland, California
con residencia en San Jose
por los pasados 14 años
Atiende al 8vo Grado de la
escuela

ST. PATRICK'S JR. HIGH

La Rosa Pharmacy

IN DOWNTOWN SAN JOSE SINCE 1945

We Speak Spanish & Portuguese



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

- FREE DELIVERIES -

HYPO ALLERGENIC
COSMETICS



PRESCRIPTION SPECIALISTS

294-5030

56 W. SANTA CLARA



CALZADO CANADA

De Guadalajara, Jalisco, Mexico



Orgullo de la
Industria del
Calzado en Mexico
y el
Mundo Entero!

Calzado para sus
NIÑOS que si Dura
mas que los demas!

Calze CANADA
al Igual que
Todo MEXICO!

Todo el Atento Personal es
Procedente de
Guadalajara, Mexico.

ALFONSO LUGO, Gerente

294-6259 71 S. First St. (Downtown San Jose)



**THE BUSINESS AND PROFESSIONAL GUIDANCE COUNCIL
OF CALIFORNIA**

MINORITY CONTRACTORS and
SUB CONTRACTORS

1749 W. SAN CARLOS STREET
San Jose, California 95128

Minority Contractors Association
of Santa Clara County

Contact **EDWARD P. SANCHEZ**
Tel. 286 - 8408

FEDERAL COURT SUIT CHARGES \$10 BILLION DOLLAR LOSS DUE TO CENSUS BUREAU'S UNDER- COUNT OF MEXICAN-AMERICANS. FEDERAL COURT SUIT

MALDEF in conjunction with Public Advocates, Inc., and representing two Chicano organizations filed a Federal Court class action suit against the United States Census Bureau on November 29, 1971, on behalf of fourteen million Spanish-Americans, including three million Mexican-Americans in California.

The suit charges that the Census Bureau has used an upper socio-economic bias in its counting of Spanish-Americans that will ensure a failure to count five million Spanish Americans. Such an undercount is likely to cost the Spanish-American community an estimated \$10 billion dollars in federal funds and 105,000 federal jobs, over the next decade.

The suit charges that the Census Bureau has failed to count as many as five million Spanish-Americans due to its *exclusive* reliance on a by mail, 164 question, English-only questionnaire. According to the Census Bureau's own statistics, 50 per cent of the Spanish-American population speaks primarily Spanish and one in every twelve heads of household has never attended school. Consequently, a majority of Spanish-Americans cannot accurately fill out a complex English-only form.

The suit documents the Census Bureau's 1960 undercount of 2.2 million Blacks, its loss of 1.3 million rural Southerners in 1970, and its October 1971 loss, without explanation, of 274,000 Spanish-origin persons.

The suit seeks a preliminary injunction that will prevent the Census Bureau from publishing and disseminating false information on the Spanish-American population until it verifies its *mail* survey with a bilingual *door-to-door* count in sample counties, such as Santa Clara County. It is estimated that this will take less than thirty (30) days and cost less than one penny per non-counted Spanish-American.

The plaintiffs are represented by Public Advocates, Inc., a non-profit public interest law firm, and the Mexican-American Legal Defense and Educational Fund.

Robert L. Gnaizda, an attorney with Public Advocates, Inc., stated:

"This suit should be welcomed by the Census Bureau. At a cost of less than one penny per non-counted Spanish-American,

the Census Bureau will be given an opportunity to comply with their congressional and constitutional mandate to accurately count all minorities. The Census Bureau, in the past, has given priority to bureaucratic regulations rather than human values. Consequently, it has falsely assumed that a community in which 50 per cent of the population primarily speaks Spanish, and in which one in every twelve heads of household has had no schooling, can accurately answer a 164 question survey that is only in English."

Mario Obledo, Esq., Executive Director of the Mexican-American Legal Defense and Educational Fund, stated:

"The Census Bureau has taken advantage of Chicano acquiescence and faith in the Government. This suit is an affirmation of our lack of faith in the Census Bureau and our anger at its unlawfully taking ten billion in federal funds from us due to incompetency in counting."

On November 29, 1971, Federal District Court Judge Lloyd Burke issued an Order to Show Cause against the Defendants. It ordered them to appear on December 13, 1971, to explain why they have failed to protect the rights of Spanish-Americans.

For Your

WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110

REYES REALTY

INCOME

PROPERTY

SPECIALIST

266 - 2411



Ralph Reyes

SUNNYVALE Dodge
The Bay Area's Largest Travel Town...



1095 W. EL CAMINO

TOMMY RODRIGUEZ

El Que Siempre le Da Mas por Menos

**CARROS — TROCAS
CAMPERAS**

Aqui Encontrara Todo !

SIN ENGANCHE! FACILIDADES

Llame por Cobrar

738 - 0400

Camine Poco Ahorre Bastante

SUNNYVALE, CALIFORNIA

Arturo's Quiet Village

293-1010

950 S. First St.



— EN PERSONA —

LOS TIJUANEROS

Con SU CANTANTE ESTRELLA

" ELVA "

Domingos 7:30 a 9:30, 10:45 a 11:30 p.m.

Tambien los Lunes y Jueves

Alternando con la Sonora Encantada de

MIKE y JOHNNY OLOCHEA

Concurso de Aficionados

TODOS LOS JUEVES



SELLING YOUR HOUSE?

Call Today or Tonight for a

FREE APPRAISAL

**MANUEL MARTINEZ
OWNER**



**HERMAN
ALVAREZ**



**OUR NAME IS YOUR GUARANTEE
OF A GOOD DEAL**

TOWN & COUNTRY REALTY



**AMBROSE
BALCAZAR**

STEVE AUSTIN 251-3626 1666 E. SANTA CLARA ST.

PROGRESS REPORT

Issued For

SAN JOSE RESIDENTIAL MANPOWER CENTER

San Jose, California—The first of more than 200 enrollees at San Jose's Residential Manpower Center are expected to begin participation in educational and vocational training programs in the near future.

Recruitment and screening of the first enrollees, all to be female, is being conducted by the local office of Women in Community Service (WICS). Recruitment of male enrollees from throughout Santa Clara County will be handled by the California Department of Human Resources Development (DHRD). On an annual basis, the Center is expected to serve 155 young men and 60 women from all racial, ethnic and cultural backgrounds. Criteria used for selection are that enrollees must be between 16 and 21 years old, from low-income backgrounds, out of school and lacking in job skills.

According to the Singer/Graflex corporate representative, Gerald A. Oettle, representatives from the Department of Labor will be in San Jose in February and March to review plans for Center operations and conduct training for staff hired by that point.

Applications for positions at the Center are currently being screened by the Singer/Graflex staff with assistance from the seven-member temporary executive committee formed shortly after the contract was announced in early December. The temporary executive committee is comprised of six local residents and Gerald Oettle. The committee is also recommending candidates for membership in two permanent advisory organizations, a Manpower Advisory Council and a Community Relations Council. Once formed, these councils will elect three representatives each to a permanent executive committee. The Center director, when appointed, will replace Oettle as the seventh member of this official executive committee.

The Manpower Advisory Council will be made up of representatives from local business and industry, as well as local public and private agencies and schools concerned with

manpower training services and employment opportunities. The Council will review vocational programs subcontracted to local manpower agencies to assure effectiveness of training as preparation for local job opportunities. The Community Relations Council membership will be drawn from leaders and representatives of local community organizations and agencies. This council will function as a citizen advisory group to help establish and maintain favorable relations between the Center and the surrounding communities. An enrollee self-governing council will also serve as an advisory group to the Center.

In other developments, Singer/Graflex is involved in discussions with DHRD and local manpower agencies on the subcontracting to local agencies for the vocational education portion of the program. DHRD is currently surveying job skills in the San Jose area that are in short supply as a prelude to determining the kinds of programs to be offered. DHRD will also be responsible for placement of these youth in jobs following completion of their training.

In addition to processing applications from local residents for key staff positions, Singer/Graflex is in the final stages of preparing the management plan for the Center and in completing arrangements for medical, food and other supportive services to be provided.

Progress is being made in rehabilitation of the buildings near the San Jose State College where the Center will be located. Enrollees will be housed in buildings near the campus formerly occupied by fraternities and sororities.

Training to be provided by Singer/Graflex will include instruction in basic and high school education, social skills and health education. Instruction will permit enrollees to progress at different rates according to individual motivation, ability, previous education attainment and occupational goals.

Enrollees will receive clothing allowances and a basic living allowance of \$30 a month. An additional \$50 a month will be set aside for enrollees to receive when they successfully complete the program. Average length of stay is expected to be six to nine months, although enrollees may remain in the program up to two years.

Singer/Graflex vice president Herbert W.
(continued next page)

Servicio DE INCOME TAX

**No Hay Substituto para
la Experiencia**

Mas de 28 AÑOS en el RAMO de INCOME TAX
con lo que cuenta LENA sirviendo a la colonia
de Habla Hispana le dan a Ud. la Completa
CONFIANZA de que sus PAPELES de INCOME
TAX seran hechos segun la LEY EXIJE y a la vez
Ahorrándole MUCHOS DOLARES con todas las
DEDUCCIONES que Ud. PUEDA OBTENER.

HORAS DE OFICINA
Diariamente

Lunes, Miercoles, Jueves 9 a 5:00 p.m.
Martes y Viernes 9 a 9:00 p.m.
Sabados 9:00 a 2:00 p.m.

Lena Manriquez

Tel. 293 - 3388

1246 E. Santa Clara St.



Lena Manriquez

El Excentrico

23rd Year, No. 23

March 5, 1972

HUMBERTO GARCIA
PUBLISHER

BERT GARCIA
MANAGER

MARC GARCIA
EDITOR

M. FERNANDEZ
PRODUCTION

RUDY BELLOUMINI
PUBLIC RELATIONS

D. Saldana

R. Diaz

C. Veliz

A.G.I. Forum

J. Godinez

M. Mora

Club Riviera

R. Reyes

P. Dillon

P. Curiel

S. Gomez

A. Aros

A. Carranza

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

PRINTED BY

GARCIA'S PRINTING

292-4273

274 Terraine Street

San Jose, Calif. 95110

CHEF CARMELO HOFFBRAU



Salon para Banquetes y Bodas

FREE PARKING

292 - 6576

152 N. 3rd St.

(Basement of Eagle Hall)

PROGRESS REPORT(CONT.)

Watkins noted the cooperation which has been received from all elements of the community. "We are confident that the Center will be a valuable focal point for meeting educational and vocational needs of disadvantaged young people from this area and are pleased with the progress being made toward bringing the Center into full operation."

TOWN & COUNTRY REALTY

Si Anda en Busca de
una BUENA CASA
O Quiere Vender la
Suya llame a



AL MENDEZ

251 - 3626 1666 E. Santa Clara St.



**A. ALAN
ALAMEDA**

AGENCIA DE INHUMACIONES

Mission Chapel
RANCADORE & ALAMEDA

SIRVIENDO A LA COLONIA DESDE 1933

EN QUIEN PUEDE UD,
DEPENDER
EMBALSAMADORES
REGISTRADOS



ABIERTO 24 HORAS
SE
HABLA ESPAÑOL



**ALAN A.
ALAMEDA**

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

Sr. Margarito y Sra. Minerva Valladares
participan a Ud. el enlace
de su hija

Dalia

con el caballero
Armando Lopez

*AD
D
L*

Sr. Raul y Sra. Elva Lopez
participan a Ud. el enlace
de su hijo

Armando

con la señorita
Dalia Valladares

*Y tienen el honor de invitar a Ud. y a su apreciable familia a la
ceremonia religiosa que se verificara el Sabado 4 de Marzo
a las 4:00 de la tarde, en la Iglesia St. Marthins, 590 Central Ave.
Sunnyvale, California 1972*

MADRINAS

*Concepcion Cruz, Juana Franco, Carmela Franco
Lupina Franco, Martha Hernandez, Rosa Rivas
Isabel Alejandro, Josefina Lopez, Irma Lopez
Gloria Rangel, Sofia Rodriguez
Srita. Delmi Chicas, Srita. Lourdes Lopez,
Srita. Monica Linares, Srita. Blanca Lopez
Sra. Dolores Medina, Sra. Esperanza Ticas,
Sra. Olga Frigiere*

DAMAS

*Gladiz Chicas, Angie Mendoza, Leticia Reyna
Margaret Siquieros, Aurora Ordaz, Susan Valderrama
Diane Urango*

PADRINOS

*Francisco Cruz, Ramiro Franco, Raul Franco
Hermilo Franco, Pedro Hernandez, Heriberto Rivas
Domingo Alejandro, Gilberto Lopez, Joaquin Lopez
Gil Rangel, Luis Rodriguez*

PAJECITOS

*Heriberto Valladares
Claudia De Hoyos*

CHAMBELANES

*Mauricio Chicas, Roberto Chavez, Jesse Rodriguez
Carlos Ordaz, Henry Correa, Joe Guzman
Steve Martinez*



GARCIA'S AUTO PLAZA

1160 East Santa Clara St.—Cor. of 24th

Tel. 286-0705



JOE GARCIA



DIAGNOSTIC ENGINE TUNE-UP

Completely Analyze Car Engine and all the Electrical components on Scope.

**AUTO
SERVICE
DEPT.**

\$25.95 6 cyl.

\$32.95 8 cyl.

**FRONT END
ALIGNMENT**

**GABRIEL SHOCK
\$8.95 ABSORBERS \$8.95**

Complete BRAKE OVERHAUL

Disc Brakes not included

\$44.95

**AUTO
SALES
DEPT**

100% GUARANTEED

*Thoroughly Inspected by Our
DIAGNOSTIC Service Dept.*

1970 MALIBU 2 Dr. Hard Top

Reg. \$2695 Now \$1895

1965 4 Dr. CHEV. SEDAN

NOW... \$2995

1964 BUICK LA SABER Hard Top

1970 MAVERICK COUPE

Landau Top - Auto. Trans. Sporty \$1895

COMPLETE QUALITY NAME BRAND PARTS STORE

Oil Filters from \$1.19 and up

Carburators, Starters, Generators—\$10.95 up

Rally Wax, reg. \$1.98—now 99c—limited quantities

High Performance Parts

Ansen Sprint Mag. Rims

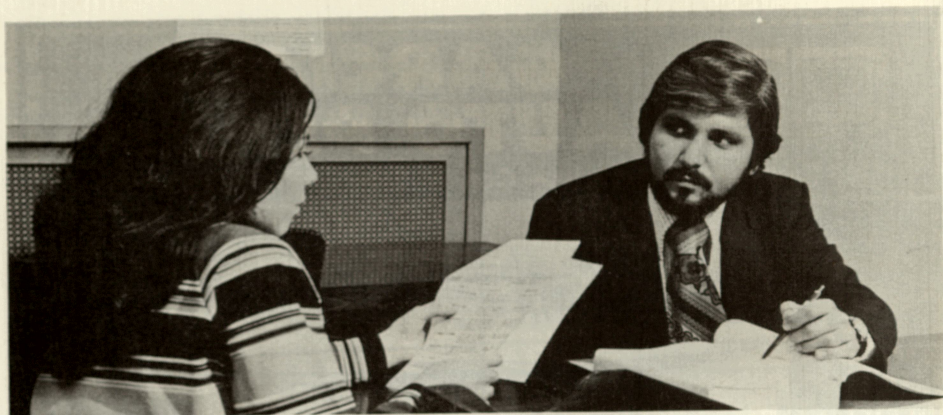
AC, Autolite, Champion Plugs—78c

Pennzoil 30wt. HD—45c qt.

Delta Premium Tires from \$19.19 ea., free installation

Winter Specials on Tire Chains, all sizes

**PLAZA
AUTO
PARTS**



John DeLeon Works To Brighten Job Picture For Latinos

WASHINGTON—In the shadow of the towering monument to America's first president, a young Chicano from Texas is working to open government job opportunities for Latinos.

He is John J. DeLeon, a 27-year-old native of San Antonio who coordinates in the U. S. Department of Labor a wide-ranging 16-point program geared to provide job assistance for the Spanish-surnamed.

The program, unveiled more than a year ago by President Nixon, is run Government-wide by the U. S. Civil Service Commission.

A recruiter of minorities and women with Labor's personnel office, DeLeon says his agency is "laying the framework" for carrying out the 16-point program.

The main girder of that framework, says DeLeon, is a set of "affirmative action" guidelines from the CSC sent to the Labor Department's major operating heads last spring.

In sending the guidelines to heads of the Department's major units, Assistant Secretary of Labor for Administration Frank G. Zarb said, in part, that all equal employment opportunity action plans in the Department "should be revised to reflect and incorporate the intent of the 16-Point Program."

Among the affirmative measures are recruitment visits to educational institutions with heavy enrollments of Latinos and special assistance to enable Spanish-surnamed students to secure employment after school and during the summer so they may complete their education. DeLeon is actively involved in both types of activity.

Next month, for example, he will begin a series of visits to colleges and universities with heavy concentrations of Latinos to discuss professional level job opportunities with the Department. The recruitment journeys will take him to the southwest states of Arizona, California, Colorado, New Mexico and his native Texas as well as to Florida and New York.

During the visits to the seven states, DeLeon will also visit high schools seeking to recruit young people for the Department's "clerical outreach" program. The outreach effort is designed to widen clerical opportunities in the Department for Latinos and other groups.

Last summer, DeLeon was a driving force behind a special intern program in which 30 Chicano youth from the southwest spent eight weeks working with various Federal agencies in the Nation's Capital. The program was sponsored by the League of United Latin American Citizens (LULAC) and funded by the Department of Labor.

Calling the summer intern program a "most rewarding experience" for the young Chicanos, DeLeon, himself a LULAC member, cited the "tireless efforts of a lot of Federal Latino employees in making the program work for the teenagers."

Working in youth employment matters isn't new for DeLeon, who attended San Antonio College and Antioch College. In San Antonio he spent a year and a half as director of the in-school project of the Neighborhood Youth Corps program called SANYO. For shorter periods, he was an NYC counselor, job developer in the New Careers program and a community organizer with SANYO.

DeLeon's job also gets him involved in

providing assistance to the Spanish-speaking community of Washington, D. C., under Federally-funded manpower programs. One of these is the Public Service Careers program, which, he says, "offers Spanish-surnamed citizens a new vehicle for possible advancement in Government employment."

The young Federal employee expresses hope that the 16-point program will have "significant" impact on job and advancement chances for Latinos.

"The Federal commitment embodied in the 16-point program is very important," he says. "But the matter of overriding importance is that this commitment be translated into positive action—through jobs and upward mobility."

* * *

For Your WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110

RODRIGUEZ BROTHERS MONUMENT & MOUSOLEUM CO.



"Our Business is ART in STONE"
MADE TO ORDER EASY CREDIT
Open Daily including SUNDAYS
ALBERT F. RODRIGUEZ Sculptor
251-4093 2616 ALUM ROCK AVENUE
(Opposite Cavalry Cemetery) San Jose

Your
Beauty
Salon at

MONTGOMERY
WARD

Time for a Fall Fling?



Just the lift you've been wanting. The Wave that will set heads spinning. It's long-lasting, actually improves body and manageability.

USE
YOUR
WARD'S
CHARGE-ALL

La Maur Textura perm
incl. styled cut

9.95*
Reg.
\$20

Other La Maur perms
from 7.95*

*Bleached or tinted hair slightly higher.

MON., TUES., WED. SPECIALS!	
FROSTING	 now
only	 12.95
HAIRCUT	 1.95

CAPITOL and McKEE

SAN JOSE — 926-1000

NUESTRA PORTADA



Engalana nuestra portada de EXCENTRICO
la muñeca que canta y baile, la
DESPANPANANTE ELVA GONZALES
quien se presenta con la gran Orquesta
LOS TIJUANEROS
en ARTURO'S QUIET VILLAGE
950 S. First St. Tel. 293-1010

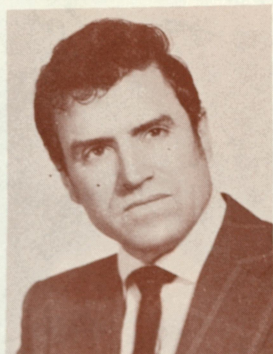
Primera fila de iz. a der: Rafael Uribe
Elvita Gonzales y el resto de sus hermanos
Carlos, Frank (el fantasma) Ricardo y
Raul Gonzales.
(foto richard diaz)

PENNEY'S DOWNTOWN STORE

Let Jose Aguaristi Serve
You for the Entire
MEN'S CLOTHING NEEDS

We have a Full Line of Suits,
Sport Coats, Slacks & Jackets

Penney's is Your Department
Store for the Entire Family
From Fashions to Housewares



JOSE AGUARISTI
Le Atendera en Espanol

J. C. PENNEY

The Friendly Place

FIRST and SANTA CLARA STS. Phone 298-0442

Pink Elephant Mkt

The One and Only PINK ELEPHANT MARKET
Complete Line of Mexican Foods



FRANK RIVERA



MANUEL AUSTIN



DANIEL SALAZAR



TOM ORLANDO
Meat Dept. Manager

**TODA CLASE
DE
PRODUCTOS
MEXICANOS!**



AL GORI
Produce Manager



TIM GUTIERREZ
Manager

HOT TORTILLAS Every
Hour .10c a Dozen

BEER & WINE

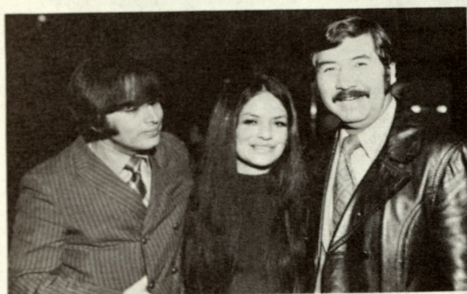
Personalized Service

Food Stamps Accepted

272-2446 400 S.KING Rd.

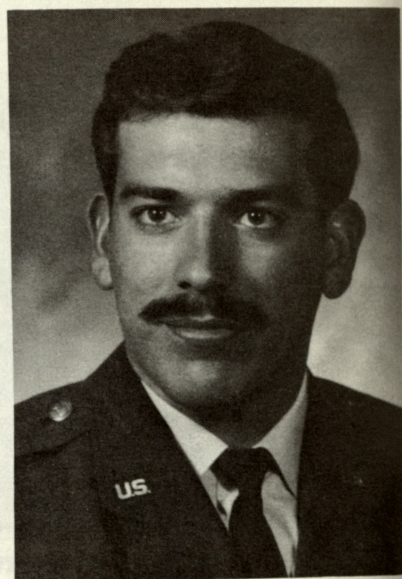
El Fotografo de las ESTRELLAS

RICHARD DIAZ
292 - 3294



PERSONALIDADES de la LOCALIDAD

Iz. a der: Oscar Prem - Locutor
Musico de Radio KOFY
Dirije el grupo LOS MAYAS
ELVA cantante de Los Tijuñeros
quien adorna nuestra portada
y el gran MR. NO, NO, NO!
Gilberto Ramos quien ahora
cuenta con su propia agencia
de carros en el 1957 W. San
Carlos St. de esta ciudad.



RICHARD GONZALEZ 1st. Lieutenant
Air Force, U.S. Army
Was promoted to Captain, Feb. 21
in Hampton, Virginia

He is 24 years old, graduated from San Jose
State College majoring in Political Science
He was born in Mexico City.
His parents are Rafael and Vickie Gonzalez
Vickie is very well known in the
Beauty and Cosmetology field.



EXCENTRICO takes great pleasure in
presenting the fabulous
RUDY BACA & HIS ORCHESTRA

from Union City, California
This orchestra will go on tour to Vietnam
in the month of May.



Arturo's Quiet Village

Baile los Juev, Vier. Sab. y Domingos

ORQUESTA de JOHNNY y MIKE OLOCHEA

Con sus Cantantes Estrellas
JOE GUILLEN y ENRIQUE RIVAS

EL CENTRO a DONDE ASISTEN
Las MUJERES mas BONITAS!

FLOOR SHOW Los DOMINGOS
9:00 a 9:30 con Mariachis y Artistas!

293 - 1010

950 S. FIRST ST.



Nueva ESTRELLA

MARIA CHAVEZ

Cantante de Rancheras

Su excepcional voz y gran emocion
para interpretar canciones
la estan convirtiendo en una de las
cantantes mas populares de la Bahia.
Actualmente se presenta en el PUERTO
NIGHT CLUB de Sunnyvale, Calif.
(foto richard diaz)

Ultimos Estilos en Ropa

Vista Elegantemente!

Facilidades de Pago

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

Berg's

295-0868

52 S. FIRST



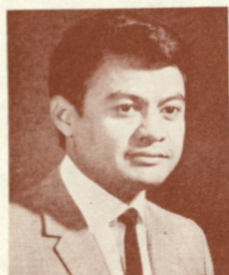
la grafica BERNIE BERG y parte del
atento personal de Habla Hispana.

Furniture Discount House

82 E. SANTA CLARA

SAN JOSE

CORNER OF
THIRD STREET



HANK COCA

**Bring This AD in
For FREE GIFT!**

No Purchase
Necessary!



Spanish TV SHOW Sat. & Sun.

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

" THE UNTOUCHABLES "

On CHANNEL 36



JOE SANCHEZ



LOIS FISHER



GIL COCA



PILLIE
VILLALOBOS



JESS
CORDERO



LOUIE COCA



MARTIN
MENDEZ



BOB
LIEVANOS



FRED
CABOTAGE



DANNY VIGIL

B U N K B E D S

WITH LADDER AND GUARD RAIL

\$19.95

82 E. Santa Clara St.

297 - 9486

San Jose

Furniture Discount House

82 E. SANTA CLARA

SAN JOSE

CORNER OF
THIRD STREET

SPANISH

SOFA

\$199.00



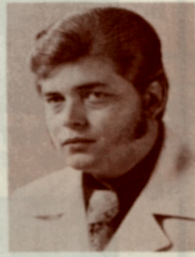
LUPE ALONZO



MARIE ROCHA



STELLA LOPEZ



GARY JOHNSON

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



1501 BROADWAY
FRESNO, CALIF.



PHIL
RODRIGUEZ



CARMEN
RODRIGUEZ



ABEL ACOSTA



RAUL
GUILLEN

PERSONALITIES of 1971

by candy veliz



Bailarina A Go, Go.
RITA HERRERA



Financial Success
ARTURO (Alaska) LOPEZ



Accomplished Radio Announcer
RUBEN VALENTIN radio KGEL



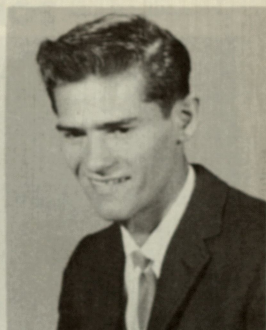
Spectacular Editor
DAVID SIERRA

EAST RIDGE ASSOCIATES



Casa de la Semana!

200 DOWN and CLOSING COSTS
3 Bedroom, 2 Bath, with Fireplace
HURRY on THIS ONE!



Al Cook



CALL: 272 - 2400
Ask for AL COOK



LAS CAZUELAS

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

Lo Mas Selecto y Delicioso
En Comidas Mexicanas

Carmen Gonzalez, Prop.

297-6370 30 S. SECOND ST.

FRANK'S AUTO CENTER

INEXPENSIVE USED CARS
BODY and PAINT SHOP
MECHANIC SERVICE
AUTO POLISHING

FRANK GOMEZ, Prop.



287 - 8640

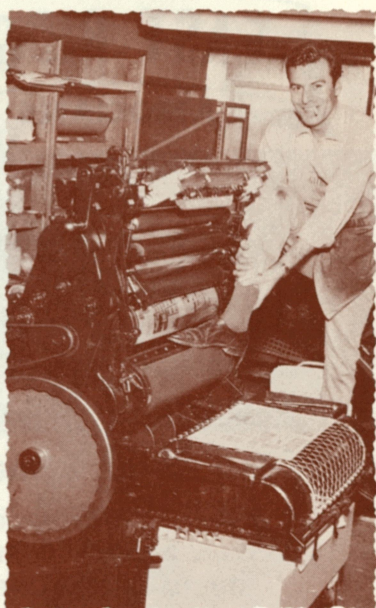
435 WILLOW ST.

SAN JOSE, CALIF.





Civic dedicated secretary
EMMA RIZZO



Accident Prone Printer
MANUEL J. FERNANDEZ



Pequeño Gigante
RAUL COLINDRES

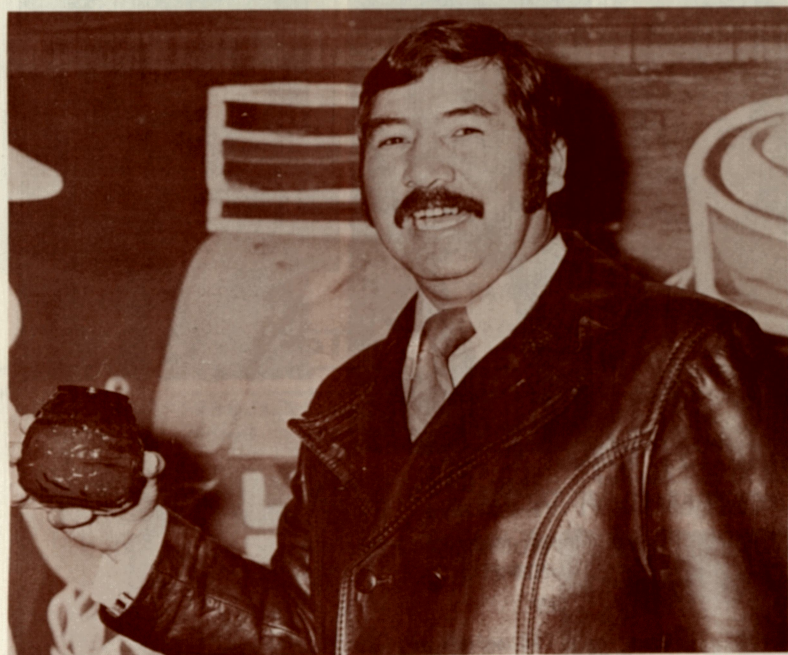


Most Accomplished Cook
CARMELO HERNANDEZ

MOTORES GILBERTO RAMOS

MOTORES GILBERTO RAMOS

MOTORES GILBERTO RAMOS



GILBERTO RAMOS Mr. NO! NO! NO!

Las Mejores Facilidades Visite Motores
En el Mundo! GILBERTO RAMOS

TRATE DIRECTAMENTE CON EL!

El Hombre Que Nunca Les Ha Dicho
NO! NO! NO!

Llame por Cobrar Tel. 275-6961
1957 W. San Carlos St. San Jose, California

MOTORES GILBERTO RAMOS

MOTORES GILBERTO RAMOS

MOTORES GILBERTO RAMOS

END of PERSONALITIES of 1971 - See you Next Year. BYE.



Mexican Affairs Minded
LUPITA SUAREZ



Radio & TV.
Productions
EDUARDO
GRIGG



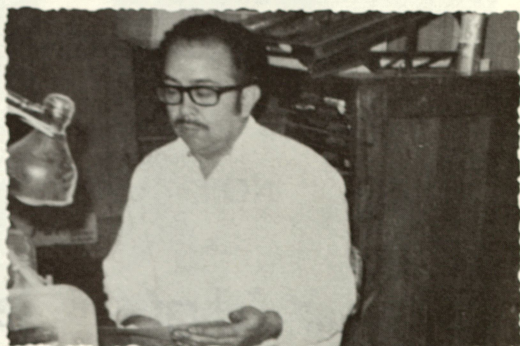
GILBERT SOLARES
Fencing Contractor



Weight Watcher of the Year
MARTIN MENDEZ



Best News Commentator
LUIS ALBERTO QUINTANILLA



Lithographer MAESTRO
LUIS (El Tigre) RAMIREZ



RIGO CHACON AGENCY INCOME TAX SERVICE - LIFE INSURANCE -

Entre Semana: CON CITA
UNICAMENTE

During Week:

By APPOINTMENT (only)

SABADO y DOMINGO

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

Tel. 298-1149
425 W. HEDDING ST.

SKI y Frank (Pancho) Villareal



SKI'S Royal Furniture NEW AND USED

Freight Damaged—Repossessions

Furniture & Appliances

TV — STEREOS

Su Amigo SKI antes estaba en Alum Rock
ahora les invita a que lo visiten en su
NUEVO LUGAR

Con los Mismos Precios BAJOS !

"El Gringito con el corazon muy Mexicano"

287 E. Campbell Ave. 378 - 2075 CAMPBELL, CALIFORNIA



TOMMY RODRIGUEZ

El Que Siempre le Da Mas por Menos

CARROS — TROCAS
CAMPERAS

Aqui Encontrara Todo !

SIN ENGANCHE! FACILIDADES

Llame por Cobrar

738 - 0400

Camine Poco Ahorre Bastante

1095 W. EL CAMINO

SUNNYVALE, CALIFORNIA



LOS TRANSPORTES

En los años que tengo de vivir en San Jose nunca habia tenido necesidad de usar los transportes colectivos, camiones de pasajeros, guaguas o "buses".

Mi automovil, carrito o carcacha, como quiera llamarlo, tuvo la ocurrencia de descomponerse y tuve que dejarlo en un garage para que lo arreglaran. Me parecia la cosa mas natural del mundo esperar el "bus" para ir a una cita que habia hecho con anticipacion; torpe de mi, no estoy familiarizado con la ruta ni con el horario que tiene ese servicio, si se le puede llamar servicio. Estuve esperando la famosa guagua, como dicen en Cuba y en Yucatan, parado en una esquina durante una hora con quince minutos, cuando llegue a la cita que tenia, ya era tarde, las personas que me esperaban se habian marchado, no tuve mas remedio que regresar a mi casa, pero para volver tuve que esperar otra hora que tarde en pasar el "bus". En mi casa ya estaban alarmados, pensando que algo grave me habia pasado, cuando llegue, explique la descompostura del auto y mis largas esperas del camion. Como dicen en Mexico, dudaron de que mi relacion fuera verdad.

Yo quisiera saber como hacen las personas que por una u otra razon no disponen de un medio de transporte propio y que tienen que presentarse a sus ocupaciones o empleos a determinandas horas; si disponen solamente del servicio de transportes colectivos, como dicen en Argentina, con toda seguridad que llegaran tarde o a la hora en que sus compañeros de trabajo ya estan en la hora del almuerzo.

Especialmente las personas mas pobres, las que no tienen lo suficiente para comprar un auto, aunque este sea de segunda, tercera o cuarta mano, se ven obligados a depender del servicio de transportes de pasajeros. Lo mismo les pasa a los jovenes que aun no tienen edad para adquirir una licencia para manejar o las personas que debido a alguna

deficiencia organica estan imposibilitadas para manejar un vehiculo.

El servicio de transportes de San Jose, no tiene la eficacia que requiere el progreso industrial, comercial y el aumento de poblacion que han alcanzado en los ultimos veinte años tanto San Jose, como los conlados que estan a su alrededor y dentro de Condado de Santa Clara.

Alguien me informo que la empresa que da el servicio, no lo puede mejorar por que pierde dinero, pero a la vez no suelta la concesion. Sera que le gusta perder dinero?

Seria muy interesante que el Mayor de la Ciudad y los miembros del Concilio, se hicieran el proposito de usar solamente por un dia ese servicio, tratando desde luego de cumplir con sus obligaciones; estoy seguro que no estarian a tiempo en ninguna parte. Los Supervisores del Condado estarian en la misma situacion de impuntualidad si hicieran uso de ese servicio. Pero... hay va el pero, como ellos pueden pagar un automovil o disponen de los que facilita la ciudad o el condado, no han tenido la oportunidad de darse cuenta de la ineficacia de los transportes colectivos.

Debido a que no se puede depender de los "buses", cada persona esta obligada a disponer de un auto para atender sus ocupaciones, se da el caso de que cada uno de los miembros de una familia tiene que tener un automovil, una familia de cinco personas tiene que disponer de cinco automoviles; esto ademas del gasto tiene otro aspecto, la contaminacion del aire con el monoxido de carbono que despiden cada uno de los vehiculos, aparte de los accidentes ocasionados por el mucho transito.

Las ciudades con gran poblacion necesitan tener servicios de transportes de pasajeros eficientes para evitar que cada persona este obligada a tener su transporte personal, evitando con ello el congestionamiento de transito y la contaminacion del aire, para no decir otra vez de los accidentes. San Jose y el Condado de Santa Clara en su totalidad crece en poblacion atraida por su progreso, pero conserva el servicio de transportes que tenia hace mas de veinte años.

Por que sera????? Lo sabe Ud. Digamelo por favor. Yo no lo entiendo.

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

CAL FOODS

★ DELICATESSEN ★

and TORTILLA FACTORY



Especializamos en TORTILLAS de HARINA!

TAMALES — MENUDO PAN CALIENTITO
(Diariamente)

★ HOT FOOD TO GO ★

ACEPTAMOS ESTAMPILLAS DE COMIDA

Abierto Diariamente desde las 7:00 de la Mañana hasta
las 8:00 de la Noche Incluyendo los Domingos

195 S. 28th ST.

Esquina de las calles
28 y SAN ANTONIO



Club San Felipe



Candy Veliz

AMNESTY

If you don't know the meaning of the word amnesty, you should. It is a word that you will be hearing and reading about more and more as time goes by.

Amnesty is what some Senators and Congressmen say we should grant all draft dodgers and draft evaders that have left our country to avoid going into the armed forces. I for one wish it was as easy as that, but the problem is very complicated.

First of all, there have been many young men killed, some mutilated and some prisoners of war. Is it fair for them and their loved ones to just re-admit the ones that left, literally leaving them holding the bag? The ones that refused to serve maintain that it is an illegal war and many other reasons that they give which have some validity. So what shall we do?

If it is an illegal war, men still die. If our country made a mistake, another wrong is not going to correct it. We can be sure that with the above facts, it will be almost impossible to grant amnesty to the draft evaders. However, an alternative could be to allow them back if they were to serve one year of alternate service with out benefits or two years with full benefits. In conclusion, to grant amnesty or not to grant amnesty depends on which side of the fence you are on.

When out night clubing, do not forget our good friend Art "Alaska" Lopez and his Quiet Village. Listen and dance to the music by Johnny and Mike Olachea. This is the place where you can see a floor show on Sundays. Virginia Martinez, Joe Guillen and Enrique Rivas, among others, will delight you with their singing. Bailamos?

"DIRTY JOKE"

Julia went to the doctor and complained that her breasts were getting white. Said the good doctor, "Never mind, dear, they are just FROST BITTEN."

SHING DING

Club San Felipe will have a big Shing Ding at the Starlight Ballroom on April 1.

A must on your social calendar is the San Jose G.I. Forum Coronation Ball. It will take place in the Santa Clara County Fairgrounds Pavilion and will begin at 7:00 p.m. and will last until 1:00 a.m. on Saturday, March 11, 1972. Music will be provided by Jess Escobar and his orchestra. The donations are \$6.00 per couple and it is for a good cause, so try to make it. Bailamos?

The United Food Drive has started having their bi-monthly meetings at the Fiesta Latina Hall on Seventh and Santa Clara Sts. Your club or organization will soon be hearing from this worthwhile organization. Please try to attend so that we can have a successful drive in order to help the unfortunate.

CONDOLENCES

Club San Felipe would like to express their condolences to Mrs. Sylvia Cerna and family and to Mr. Petronio Cerna and family in the loss of their loved one, Mr. Tony Sergio Cerna. May he rest in peace.

"JOHNNY CARSON LOVES US"

I stand to be corrected but I hear tell that Johnny Carson had a foreign celebrities night not too long ago on his program. We have nothing against that, but we understand that golfer Lee Trevino was there. I understand that Lee was born in El Paso, Texas, and further understand that Texas is in United States. I hope that being a Mexican-American does not make Lee a foreigner. It doesn't me!!!



Photo shows Mr. and Mrs. Felix Nanez and Mr. and Mrs. Marcos Alejandro enjoyed dinner and dancing at the Tropicana Lounge. The Tropicana is a nice place to go any day of the week.

We recommend TV Channel 36 where you

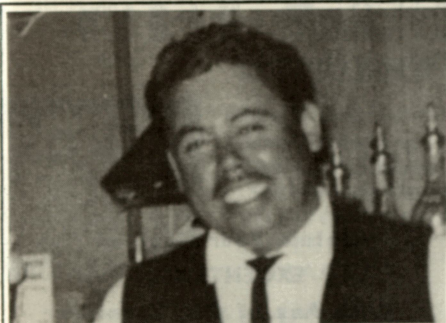
(continued next page)

SAN FELIPE (CONT.)

can view Spanish programs on Saturdays and Sundays.

Congratulations to Sally Salazar. She just received a scholarship to San Jose State College. Congratulations again to this deserving young lady.

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



Grand OPENING March 19

ANGIE'S BRIDAL BOUTIQUE

For Evening
APPOINTMENTS

294 - 3653

9 So. 26th Street San Jose



CLUB METRO

Presenta todos los Jueves
Viernes, Sabados y Domingos

CONJUNTOS NORTEÑOS

Domingos: Tardeada y Baile
SU CERVEZA FAVORITA !

Tommy & Mary Torres, Props.

251-9977

1902 Alum Rock Ave.

CITADEL'S CANNERY VENTA de BODEGA

En la Calle Taylor
Entre medio de la 9 y 10

**LATAS de
JUGOS, VEGETABLES,
FRUTAS
Botes ligeramente
maltratados**

Amplio Estacionamiento en la
Entrada por la calle 9

Aceptamos Estampillas de Comida

HORAS:

Lunes a Viernes. 12 a 8:00 p.m.
Sabados y Dom. 10 a 6:00 p.m.

Telefono: 275 - 0410

JESS'S PLACE



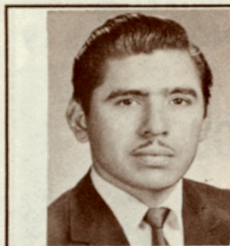
Para servirle con toda cortesía y esmero
Jess Paredes, Prop. Mary, Millie (la co-
sinera) Josie y John.

MEXICAN & AMERICAN FOOD

ICE COLD BEER

225-3052

3088 S. Monterey Rd.



**Central
Neighborhood
Council**

**Antonio S.
Gomez**

SUCESOS de la COMMUNIDAD

Por medio de la organizacion, C.S.O. Community Service Organization, y particularmente, por la Srita, Ernestina Romero, se extiende las más expresivas gracias a todos y cada una de las personas, y organizaciones por la cooperacion disinteresada que se brindo, para la colecta economica para sufragar los gastos de difuncion, para el hoy extinto Sr. Pedro Romero, Q. E. P. D.

Cabe hacer hincapie, y dar meritos, a todas las personas que hicieron posible este generoso gesto humanitario, prinsepalmente, al Sr. Martin Chavoya que no escatimando su tiempo y trabajo, se dio a la tarea de visitar organizaciones y agencies, para coleccionar este dinero, para este fin y este noble causa.

A. S. Gomez.

COLLECTION FOR MISS ERNESTINA ROMERO, DAUGHTER OF DECEASED MR. PEDRO ROMERO, OF 751 WEST ALMA AVE., SAN JOSE, CALIF. 95116

<i>Agencies</i>	<i>Amount</i>	<i>Total</i>
Labor Union Local 270	\$ 49.45	
Food Drive	25.00	
Alma	5.00	
Ayuda	15.00	
Los Obreros	1.00	
La Raza Unida	3.00	
O. I. C.	31.03	
C. S. O. Senior Citizen's Project	22.00	
C. S. O. (Organization)	20.00	
Club Latino Del Sagrado Corazon	20.00	
		\$191.48

<i>Individual Donations</i>	<i>Amount</i>	<i>Total</i>
Eleazar Almazan	\$ 10.00	
Lino Covarrubias	10.00	
Valentine Lopez	20.00	
Martin Chavoya	5.00	
Neomi Romero	2.00	

Rosa Martinez	2.00
Olivia Hernandez	5.00
Rosemary Correa	1.00
Carlos Gutierrez	5.00
Agustin Esparza Jr.	5.00
Agustin Esparza Sr.	1.00
Raul Beltran	2.00
Julio Arellano	5.00
Jessee Pacheco	2.00
Juan Pacheco	13.00
Pablo Calderon	5.00
Gregoria Hernandez	2.00
David Zacarias	5.00
Martha Chavoya	1.00
Teresa Chavoya	1.00
Rojelio Chavoya	5.00
Bee Gonzalez	1.00
Bernando Hernandez	1.00

\$109.00

Total \$300.48

**Obtain Your Copy of
EXCENTRICO**

With Any of Our Sponsors

BALISTRERI MOTORS A Carnival of Values

**We Carry Contracts
NO INTEREST**

Para Que Andar!

Tan Poquito Como
\$50.00 de ENTRE

y \$10.00 por Semana
COMPRAN un CARRO

293 - 5804

Don Balistreri, Prop.

**CORNER THIRD & KEYS
San Jose, Calif.**



El Tropical Club

PRESENTA

CONJUNTOS NORTENOS

Lunes, Jueves, Viernes, Sabado y Domingo

PARTIES & BANQUETS

Owner: DANNY G. RAMOS

293-9731 1620 Almaden Road

MADAM Zora

ADIVINADORA

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

295-6210 144 S. Second St.

Dr. Juan de Heras, D. C.

General CHIROPRACTIC PRACTICE

NUEVA DIRECCION

2351 FOREST AVENUE

Atras de VALLEY FAIR Shopping Center

Tel. 249-1244

INCOME TAX SERVICE



Toda Clase de PROPIEDADES
de VENTA - Todos Tamaños!
TODOS PRECIOS!

Llamenos Hoy Mismo con la
confianza de obtener un
TRATO y BUENA COMPRA!

Jose J. Alvarado

297-1339 1190 E. Santa Clara St.

B & G AUTO SALES



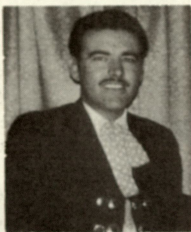
AQUI SU CREDITO es BUENO

We Carry Our Own Contracts

Tenemos Nuestro Propio Financiamiento

Toda Clase de Carros a Todos Precios

295-7601 698 S. First St.



CUERDAS MUSICALES

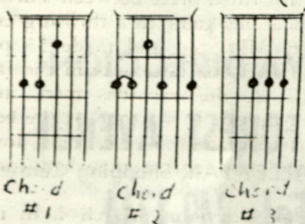
*

PABLO CURIEL

CANCION Y LIRA "SOLDADO RASO"

Canta el Duetto Aztlan

Hay un E' Mayor (Mi Mayor)



The recruitment of many Mexican Americans into the service during WW II (1941-1945) inspired the writing of many songs about the tragedies of the war, "El Soldado Raso" was one of the most popular. I would like to dedicate it to my uncle Inez (Mr. Bill) Barba and also to all the members of the American G.I. Forum.

Guitar in the key of "E" major (mi mayor).

(1) Me voy de soldado raso, voy a ingresar a las (2) filas, con los valientes muchachos que dejan madres que(1)ridas, que dejan novias llo(2)rando llorando su despe(1)-dida.

(1) Voy a la guerra contento ya tengo rifle y pis(2)tola, ya vovlere de sargento cuande se acabe la(1)bola; nomas una cosa (2)siento dejar a mi madre(1) sola.

(1) Virgen Mo(2)rena, mi madre te enco (1)miendo, cuidala, que es muy(2) buena, cuidala mientras(1)vuelo.

(1) Virgen ben(2)dit, mandale tu consue (1)lo, nunca jamas per(2)mitas que me la robe el(1)cielo.

(1) Mi Virgen Guadalupana protejera mi ban(2)dera, y cuando me halle en campana muy lejos ya de mi(1)tierra, les probare que mi(2)raza sabe morir donde(1)quiera.

(1) Manana salgo temprano al despuntar

nuevo(2)dia y aqui va otro Mexicano, que va jugarse la (1)vida, que se despide can (2)tando que viva la Patria(1)mia. FIN.

1. Se necesita un guitarrista cantante con experiencia para completar un trio, (musica ranchera) - (F. Aguilar 225-6064).

2. Se necesita alguien que toque guitarra o bajo para que acompañe a un dueto en grabaciones. (P. Curiel 227-8267).

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

Ida's TUXEDO RENTAL
292-9102 380 S. First St.



Red, White, Blue
Dinner Jacket
and Pants

Includes Shirt,
Tie, Cuff Links,
Cummerbunds,
Studs and
Suspenders

Regular Hours
9 A.M. to 6 P.M.
Mon., Thurs., Fri.
9 A.M. to 9 P.M.
Sat. 8 A.M. to 5 P.M.
Bus Ph. 292-9102
BLACK SUIT
Directors Coat and Vest
Full Dress Suit
Cutaway Coats and Vests
380 SO 1st
SAN JOSE, CALIF.
95113

We Rent and Sell Santa Claus Suits

Jess Garage Taller Mexicano de Mecanica



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

Brakes - Generators - Starters

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

Master Charge Plan Bank Americard
First National Card

FREE TOWING SERVICE

295-3334

115 S. 28 St.



*Club
Riviera*



HILLARD
PAYER

I would like to retract my date of the 25th Annual Food Drive meeting. In my last issue I said it would be March 24th. It was given to me like that. I won't mention any names. But anyway he apologized and I apologized. So for the right information... It will be on Feb. 24th, 1972, at the Fiesta Latina Hall on 7th and Santa Clara Street at 7:30 p.m. in the evening. So disregard the date and time in my last issue. Once again I apologize.

Club Riviera and their guests are planning a trip to Reno, Nevada, March the 11th, 1972, which will be Saturday evening at 6:00 p.m. The Greyhound Bus will pick up the group at Park Victoria and Landess Ave. in Milpitas. It's an overnight trip. They will leave here at 6:00 p.m. Arrive there about 11:30 or Midnight and depart between 8:30 a.m. or 9:00 a.m. Sunday and arrive at Milpitas about 2:30 p.m. Sunday afternoon. I understand the Club went last year and they had a lot of fun. But I think they went to Lake Tahoe, anyway they all had fun, that's the main reason for going and to lose a few coins.

SPORTS — SOFTBALL

Club Riviera's ball club has already been practicing and getting ready for the softball season. With Al Rodriguez at the control this year. The team looks pretty good. They have some new blood on the team this year. So they look good. Al has had his team out on the practice field for a couple of weeks now.

BOWLING

On Monday night in the Ford League Bob Gutierrez bowled a high game of 242 scratch helping his team mates win all four games. Nice rallying Bob. Watch out for the Pro-Scouts. Also on Tuesday night in the 825 Handicap. John Drauder of the Gas Light Five Team shot a high game of 266 and took over high man of the League which was held by Dave Mock bowling for Jack Barton's Team. Nice bowling guys.

While we're on sports I'd like to add this Basketball team in this issue for my good

buddy Reuben Garcia.

LOS LATINOS EN BASKETBALL

On Saturday night, Feb. 5, 1972, the east side ocho took on the ladesma hermanos and beat them to claim their version of the Mexican-American championship basketball crown, a hard fought contest with no quarters given, the East side ran and shot a blistering pace in which the Ladesma hermo could not keep up with only the hot hands of Frank Murguia of the Ladesma kept them from making a run away of it by the East-side Ocho. Also the strong rebounding of Steve Ladesma helped the Ladesma keep near the high scoring Eastside from controlling the game early but foul trouble got the Ladesmas from grabbing a victory, so the East-side won and took home the crown. The second game for third place between Thrifty Mkt. and Discorama came to a thrilling end as the Thrifty Mkt. ran and made 53 per cent of their field goal attempts in the last quarter that's in the records, men, and brought them defeat. It was one of the best games that Thrifty had played for a long time, and they showed that they had come to play ball.

On Saturday afternoon, March 4, in the San Jose City College Gym, the start of the Latinos de Las America Adult Basketball League will start their Tournament Games at 11 a.m. till 5 p.m. These games are free to the public, and co-sponsored by the San Jose Recreation Dept. We invite everyone to come down and support the teams. The East-side Ocho will be a strong favorite with the Ladesma Bro. challenging them for the crown. Also we can't count out the rest of the league and four men's clubs outside the league who will bid to take home the bacon. As league coordinator R. Garcia, also coach of the Discorama, sums it up in any given game any team will surprise the heck out of any favorite club and become instant winners. Saturday night the Bit O' Sweden San Jose Latinos de La America are holding their first banquet award night. Trophies for the league championship which just ended will be awarded, also a few guest speakers will be there.

Hillard Payer.

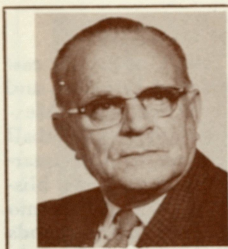
For Your

WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110




ARTEMIO
CARRANZA

Para Mexico ... ESTE ES EL AÑO DE JUAREZ

El Excentrico, el 20 de Enero, fue uno de los primeros elementos publicitarios de Estados Unidos que diera excelente acogida al digno acuerdo del Congreso Mexicano, que tuvo a honor decretar, que el año de 1972 sea registrado en la Historia Mexicana como el AÑO DE JUAREZ.



La bandera política que elevo al Lic. Echevarría de candidato en 1970 hasta el alto sitio que ocupa el ahora en la política Internacional no fue la bandera del PRI, sino su estricto apego a la Constitución, así como su constante promesa al pueblo, de que el se

esforzaria por encausar al país hacia el sendero político y glorioso por el cual felices dieron sus vidas, Hidalgo, Morelos, Juárez, Madero, y Carranza. Ellos abrieron la brecha para sacar a nuestro pueblo del ignominioso y apretado bosque de espinas y abrojos, en el cual España, el Clero y Francia, quisieron mantener a nuestro pueblo para explotarlo y chupar su sangre en forma tan denigrante e injusta. Pero después del grandioso triunfo de Juárez ... Que orgullo tan grande es decir: "Yo he nacido en México, y especialmente, digalo gozosamente a todo el mundo en este año de 1972.

ESTE ES EL AÑO DE JUAREZ MEXICO ASI LO QUIERE !!!!

Quienes tenemos el honor de decir: Por mis venas corre sangre mexicana o mis padres vinieron de México o yo nací en México o yo soy puro mexicano, sentimos que el pecho queriendo reventar de emoción, se alivia gritando, como grita el buen charro cuando eleva sus manos al cielo y con toda la fuerza de voz grita: "VIVA MEXICO"!!!!

EL PRESIDENTE LINCOLN fue un gran admirador de nuestro glorioso indito de Oaxaca, quien llego a la alta posición de Presidente de la República Mexicana, haciendo un esfuerzo titánico y casi super-humano. Todos los países de América se quitan el sombrero reverentemente ante la figura histórica de nuestro grandioso Juárez; y son Ellos, no nosotros los mexicanos, quienes le han nombrado: "BENEMERITO DE LAS AMERICAS".

Juárez es el dueño en la historia general del mundo, de un tesoro que ningún otro presidente, emperador o rey ha jamás tenido. El precioso tesoro de Juárez es de mayor valor que todo el oro del mundo y mayor también que todos los diamantes que pueda tener la tierra. El tesoro de Juárez no es una corona, porque el nunca hubiera aceptado el título de rey; y aun hasta llego a decir una profecía que se ha cumplido al pie de la letra, cuando en una ocasión dijo: "EN AMERICA JAMAS HABRA REYES".

El tesoro de Juárez es una aureola de luz y de verdad, aureola como la que brillaba en la noble cara de Moisés cuando regresaba a su pueblo del Monte Sinai, trayéndole la tabla de los diez mandamientos. Moisés trajo la ley de Dios a su pueblo para que apegándose a ella fuera feliz y viviera en paz. ASI EN MEXICO, Benito Juárez ha dejado para toda la América un tesoro incalculable y eterno; Jamas se acaba!, y si lo queremos usar,

(continua en la siguiente plana)

CRITICA SOCIAL



por
Rudy
Belloumini



"Live every day as if it were your last. Do every job as if you were the boss. Treat everybody else as if he were you."—Higdon. Viva en conformidad con cada día como si fuera la última. Haga todos sus trabajos como si usted fuera el patron. Trate a toda persona como si el fuera usted.

VOTE, VOTE . . . Elecciones de Asambleas de Ciudades Modelos, o sea Model Cities, el Sabado 25 de marzo de 1972. (en unos días mas) Sitio de votación en la area de Gardner son los siguientes: Escuela Gardner, 502 avenida Illinois; Escuela Washington, calle Oak No. 100; residencia de la distinguida Señora compatriota, Elena Machado, avenida Mastic No. 1234; si usted vive en la area de Olinder, los sitios de votación son: Escuela Olinder, 1125 E. San Fernando St.; Escuela McKinley, Macrades No. 651 y el parque William Street Park Center, calles 18 y Williams. En la area de Mayfair, los sitios de votación son: Escuela Mayfair, calle Kammerer No. 2000; Escuela Goss, 2475 Van Winkle Lane y Escuela Arbuckle, Cinderella Lane No. 1970. Y en la area de Tropicana, donde tengo mi residencia, los sitios de votación son: Escuela Hubbard, avenida June No. 1745; Escuela Fischer, Hopkins Drive No. 1720 y Escuela Miller, al sur de la King Rd. No. 1250. Para esta clase de elecciones, toda persona residente de Ciudades Modelos mayor de 18 años de edad puede votar. (aunque usted no es ciudadano americano) Pero si tiene que tener prueba de residencia en Ciudades Modelos con licencia de manejar o alguna muestra para comprobar que usted vive en estas areas mencionadas. Hagan el esfuerzo de votar, porque si usted no vota, ni hablar. Para más información acerca de las elecciones llamé a Al Villalobos o Heriberto Gutierrez, teléfono 292-3141, extensión 4561.

Rudy Mayagoita, prop. de un taller de Reparación de Autos has invented a smog device to combat dirty air from auto exhausts or air pollution as it is called. Mark my



word, someday in the very near future, he'll be known as 'Rudy, el millonario' if he makes the proper contacts with his new invention. The government is proposing tighter restrictions on lead content of gasoline to protect health by sharply reducing air pollution caused by automotive exhaust. Regulations would require most service stations to offer lead-free gasoline by mid-1974 and to ensure under threat of \$10,000.00 a day fine that no leaded gas is pumped into cars equipped with catalysts. (catalysts means regarding a physical chemical—Acceleration of a reaction produced by a substance, called the catalytic which may be recovered practically unchanged at the end of the reaction.) Rudy's smog device will save people from inhaling dirty air created by automobiles and factories producing dirty smoke from their pipes. Presently he needs your help to promote his idea to the proper authorities, if you think it is worth while to look into his idea, you better drop over and see him before he becomes a rich Mexican and you missed the boat to capitalize on it. (Get the picture?) Right now, he is a poor Mexican with a very rich idea. His place of business is located at 60 South San Pedro St. in downtown San Jose. "Las ideas son capitales que solo ganan interes entre las manos de talento" . . . Rivarol.

MINI-NOTAS: In the next issue of *El Excentrico*, you will read about the newly-formed EXPOSICION CULTURAL LATINO-AMERICANO to be held in San Jose . . . What ever happened to our great leaders of the United Food Drive??? (Mucho dicen y nada hacen, por eso estamos como estamos y nunca progresamos Raza.) We have too many self-appointed leaders who 'no pueden con el mandado' their excuse for not showing up at a meeting is, "I was too busy with something else" . . . why then do they accept to be our leaders??? . . . A Ladies Luncheon League will be held on March 7th at Story Apts. on Story & White Rd. Dona-

(continued next page)

Carranza (Cont.)

nos produce mas y mas riqueza. Tu tesoro inagotable es este glorioso y paternal consejo que nos dejara como Padre de la Democracia en su amado pueblo.

"ENTRE LOS INDIVIDUOS COMO
ENTRE LAS NACIONES; EL RESPETO
AL DERECHO AJENO ES LA PAZ"
MEXICANOS.....VIVA BENITO JUAREZ
AMERICANOS.....VIVA MEXICO

CRITICA SOCIAL (CON'T)

tion is \$2.00, call Mrs. Vicky Valdez at Tropicana CYO Center... Festival of Philippine Folk Dances and Fashion Show will be held at the S. J. Civic Auditorium on Saturday, April 15. For further info. call Doctor Manuela Fernandez-Gomez, 258-0732..."Yo no se por quien peleo, pero a mi capitan lo sigo hasta la boca de un cañon." J. Espinosa... Hopefully in the next issue, you will know the real Al Rodriguez, prop. of the U.A. Theater in San Jose.

El Excentrico

PLEASE REMIT **\$3.75**

CHECK _____ MONEY ORDER _____

FOR ONE YEAR'S SUBSCRIPTION
274 TERRAINE ST. SAN JOSE, CA.
95110

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

- Subscription Blank -

SPARTAN PLATING

BUMPER REPAIR & REPLATE



COPPER - NICKLE
CHROME
ALUMINUM

Open Saturdays

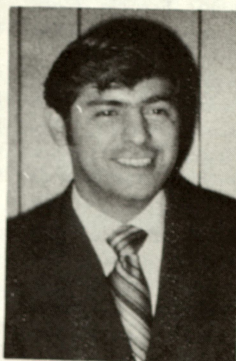
TONY MONTES
BILL ARREDONDO

294 - 0155

210 San Jose Ave.

INCOME TAX SERVICE

- NOTARY PUBLIC -



**JOHN G.
OROZCO**

★

PACIFIC TELEPHONE



An Equal Opportunity
Employer

HOURS: Monday Thru Friday

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

Saturday 9:00 a.m. to 5:00 p.m.

287-0715 704 N. 13th St.

Reflejos de Cine Radio Television

JORGE GODINEZ



La intolerancia y el odio nacen de la incapacidad de dar amistad; no se tolera al que no se comprende, no se ama al que no sabe comprender. La pérdida de este sentimiento es el martirio de los pesimistas y los mediocres; sufren por la felicidad que envidian y a veces disfrasan esa inseguridad con el frente que tienen, su amargura como los malos críticos que murmuran de cien autores pero no consiguen igualar a uno.

La incapacidad de simpatía mata la confianza en sí mismo y siembra la discordia en los demás. Los suspicaces son antisociales, porque su envidia envenena a todos; no tienen amigos sinceros y donde entran desatan los lazos más firmes del amor. En su desgracia llevan la fuente del propio sufrir. Tiemblan de todo ruido y en toda sombra sospechan una celada. A nada se atreven, suponiendo que los demás están contagiados de su propio mal. Cuando necesitan de cómplices, acaban por entregarse a los más viles, haciéndose manejar por seres sin conciencia y sin responsabilidad. Los que han vivido envenenados suelen morir envenenados.

La falta de comprensión y de confianza equivale al mal: es simple maldad en acción. Son escorias humanas y sociales los que viven de la hipocresía o esparcen la calumnia, los que fingen o mienten, los que ocultan una partícula de la verdad que saben para obtener una prebenda o mejor dicho un HUESO. Los que alientan la indignidad ajena o no avergüenzan de la propia.

MEXICAN AMERICAN COMMUNITY ORGANIZATION. (MACO) Esta Agencia se Organizó según tengo entendido para beneficio de la Comunidad, actualmente se llegó a un acuerdo en la Corte para que haya nuevas elecciones, esperamos y como miembro que soy de MACO, todos esperamos un arreglo amistoso, hay personas como el Sr. Lopez, la Sra. Susana Lopez, el Sr. Jose Lopez, el Sr. Domingo Ceja, y Sra. Ceja, que en forma positiva quieren el progreso de esta Organización, hay otros miembros que

en forma positiva quieren el progreso de esta Organización, hay otros miembros que están dispuestos a trabajar en forma desinteresada, y para los miembros que han dado la impresión que esta Organización es privada están muy equivocados, (MACO) es de la Comunidad y para la Comunidad, no es de ninguna manera propiedad privada de nadie, para que por favor lo tomen muy en cuenta los miembros que van a votar este próximo 11, de Marzo, se va a formar una nueva mesa directiva y de esta nueva directiva depende el progreso de la Organización, así que por favor recomiendo a la Comunidad que asistan para que puedan observar de cerca y brinden todo el apoyo a las personas que salgan triunfadoras sea quien sea, ya es tiempo que tengamos UNIDAD, porque los fondos que esta Organización recibe son del pueblo y tienen que ser para el pueblo, no beneficio para unas cuantas personas, que son conocidas nada más por un grupo de personas, y la Comunidad ni siquiera les conoce, mi opinión personal es el mejoramiento de la gente pobre que como este servidor están buscando el apoyo de estos programas, porque no tenemos la oportunidad de otra forma, si Ud. es de las personas que buscan el mejoramiento de los Mexicanos allá nos vemos en las elecciones del día 11, de Marzo en el Numero 619 Bird St. San Jose, Calif. y deseo para MACO un nuevo progreso y una completa REORGANIZACIÓN... MODEL CITIES. (Ciudades Modelo), El Próximo día 25, del presente mes se llevará a efecto una junta a puerta cerrada con el objeto principal de tener un acuerdo con las personas que tenemos en lista para informar que es para la Comunidad Ciudades Modelo, (Model Cities), y en próximo número informaremos públicamente a que arreglo se llegó, de las personas que ya tenemos en lista son más de 200 y esperamos tener más, estas personas nos han brindado el apoyo para el CINE CLUB, y demostrar con hechos la aceptación de este proyecto que será gratis para la comunidad por medio de donaciones, esperamos reunir en la primera función más de Cuatrocientas personas, películas culturales de todo el mundo, pero con un porcentaje de documentales de América Latina, invitados de honor que darán conferencias de verdadera importancia para el mejoramiento-económico y social de los nuestros, haremos una gran campaña- contando con nuestros esfuerzos, estén pendientes en el próximo número. FELICIDADES.

* * *



COMENTARIOS



PEDRO DILLON

PARA QUE VIVES ?

El equipo de salvamento estaba haciendo esfuerzos tremendos para rescatar, de las entrañas de la mina en que se había producido un derrumbe, a un minero que había estado trabajando en un lugar poco menos que inaccesible.

Sus compañeros que ya estaban a salvo comentaban la situación angustiada de Carlos, que siempre efectuaba los trabajos mas peligrosos aunque mejor remunerados.

En ese momento se oyó una exclamación de júbilo. Habían extraído el cuerpo, aún con vida, de Carlos.

Un compañero se inclinó sobre él y vio que pendía de su cuello un medallón que contenía la fotografía de una joven y tres niños y la inscripción "Mi tesoro".

Allí estaba el secreto de la contracción a la labor y del espíritu de sacrificio del joven minero. Soportaba cualquier cosa con tal de poder regresar de noche a su hogar y a su familia, llevando en el bolsillo el dinero suficiente para atender sus necesidades.

El caso de Carlos se parece al de millones de personas que están dispuestas a tolerar cualquier número de privaciones si tienen la sensación de estar trabajando por alguna causa que les parece de importancia. Y decimos que les parece de importancia. La de Carlos lo era. Hay muchas que no lo son. Es el caso de los combatientes en la guerra. Crean estar librando una lucha por un mundo mejor, por una patria libre, por la democracia, por tantas otras cosas bonitas . . . Y luego de terminada la contienda, los soldados que vuelven a su patria se hallan con frecuencia frente a la desilusión de encontrar que nada se parece a sus sueños.

Su existencia ya no tiene significado.

Un profesor norteamericano que estudió este problema sostiene que "es

precisamente la ausencia de esa visión positiva, que podría hacer soportable la frustración, la que explica nuestra alienación contemporánea".

"La ausencia de una visión positiva". Cómo andamos nosotros? Tenemos en nuestras vidas una meta bien definida, una "visión positiva" que nos ayuda a llevar el batallar diario sin sucumbir frente a los problemas y frustraciones del momento?

Están de moda los pequeños libros que enseñan cómo ser millonario, cómo escribir versos, cómo combatir el aburrimiento. Alguna cosa se puede aprender de ellos. Pero no mucho. En cambio, existe un libro escrito hace unos veinte siglos, y que se llama el Nuevo Testamento, que da con mucha claridad las normas necesarias para que en nuestras vidas esté, no la usencia, sino la presencia de una visión.

Ese libro cuenta, por ejemplo, la historia de un sabio maestro llamado Saulo, que notaba en su vida esa "ausencia de visión" de que habla el sociólogo norteamericano. Pero un día llegó en que tuvo contacto con un perseguido judío que había sido crucificado y que luego resucitó de entre los muertos. Era Jesu cristo. Y en él tuvo Saulo la visión que cambió el derrotero de su existencia y que lo convirtió en el gran apóstol Pablo. Y luego de la "presencia de la visión", San Pablo podía decir "No vivo yo, mas Cristo vive en mi. Y agregaba que su vida era Cristo, y su muerte sería ganancia. Hablaba de la muerte como la puerta a una vida superior, en la que estaría decía, "para siempre con el Señor".

Hay un vacío en nuestra alma? Nos parece sin finalidad nuestra vida? Percibimos esa "ausencia de visión"? Escuchemos a aquel Cristo que obró el milagro en Saulo. Precisamente fue ese Cristo que dijo a los hombres: "He venido para que tengáis vida, y la tengáis en abundancia"



For Your

WEDDING INVITATIONS

Call 292-4273

Humberto or Bert Garcia

274 TERRAINE ST. SAN JOSE, CALIF. 95110



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

293-3236 86 S. FIRST ST.

ART MARTINEZ

— MEN'S WEAR —
Special SALE on Suits !

\$39.95 and Up

SPORT COATS \$24.95 and Up

SAVE UP to 1/2 OFF

BACK to SCHOOL in FASHION with Flair

Vest, Long Sleeve Body Shirts, Jackets

HOURS: 9:30 a.m. - 5:30 p.m.

Thursday and Friday til' 9:00 p.m.

Use our Lay Away Plan - First National

Master Charge or Bank of America

(Downtown San Jose)

Maria's

COCKTAIL LOUNGE



El Centro Nocturno Mas Elegante

DANCING

EVERY WEEK END

A GAY AND LIVELY ATMOSPHERE

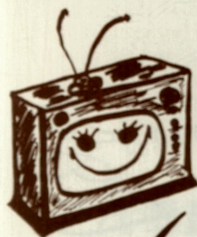
**The Best Combo in the
Bay Area**

El Night Club mas elegante en toda la Bahia
lo mejor en Hi-Balls y Musica para bailar.

DAN y MARIA AGUIRRE, Props.

295-9872

728 N. 13th St.



259-6260

COLOR
Video **T**ronics
V

Organos - Stereos - Radios de Carro

Para un TV SANO y CONTENTO
MANTENGALO y REPARELO
con radio Tecnicos que cuentan
con 20 años de experiencia.

FREE ESTIMATES
(Bring In Only)

TRANSISTOR RADIO REPAIR
SERVICE !

★ DISCOS MEXICANOS ★

(At the Payless Shopping Center)

301 S. CAPITOL

No Olvide Ud. que la FAMA que tenemos nos la ha dado la CALIDAD de
Los Productos Que Vendemos.

OZUNA



Ventas al Mayoreo y Menudeo - Surtido completo
de mercancía importada de México

Pan Mexicano

Toda Clase de Verduras

MASA Para TAMALES

HOJAS - ESPECIES

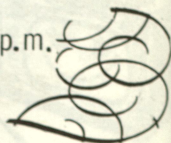
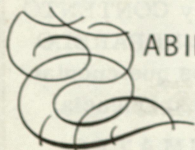
Todos Los Domingos

Especialidades: Tortillas, Tamales,
Pan Dulce Mexicano y Tostadas

Deliciosa Barbacoa de Res
MENUDITO
Acabadito de Hacer

ORDENE SU MASA CON ANTICIPACION
para los Proximos DIAS FESTIVOS !

ABIERTO DIARIAMENTE de 8:00 a.m. a 9:00 p.m.
INCLUSIVE LOS DOMINGOS



Departamento Completo De LICORES!

Esquina Prevost y Auzerai Ave.
Tel. 293 - 1773

San Jose, Calif.

OZUNA



BAKERY

PAN CALIENTITO

LOS 7 DIAS de LA SEMANA

MUCHOS TRATAN DE IMITARNOS
PERO NO PUEDEN
..... IGUALARNOS !

LA FAMA QUE TENEMOS NOS LA
HAN DADO LOS PRODUCTOS
..... QUE VENDEMOS !

TORTILLAS CALIENTES DIARIAMENTE

Esquina Prevost y Auzerais Ave.

Tel. 293 - 1773

San Jose, Calif.

Teatro LIBERTY

TONY D. MARIA Gte.

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

MIÉRCOLES A MARTES

7 DIAS

8-14 de MARZO

COLORES

Angelitos negros

ADEMAS

ANTONIO AGUILAR
IRMA SERRANO



MANUEL
LOPEZ
OCHOA
MARTHA
RANGEL
TITTINA
ROMAY
EN EL PAPEL DE
"MERCE"
JUANITA MOORE
NINA
JUANITA
HERNANDEZ

AZTECA FILMS, Inc.



*La Venganza
de GABINO
BARRERA*

FILMADO POR
WILLIAM CROFT
"CHILLIE"
MIGUEL ANGEL
ARMSTRONG
EL REY

A COLORES

AZTECA FILMS, Inc.