

El Excentrico

27th Year, No. 18/January 5, 1977



A Very Happy & Prosperous
New Year

From the Staff and Management of

PINK ELEPHANT MKTS.

No. 1 400 South King Rd./No. 2 1098 North 1st., San Jose



**"I do all my Shopping at
Stadium Liquors. Finest
Quality at Low Prices."
John Navarro**

We Cater to Weddings, Presentations & Parties.
None too small or too large. Free Glassware.
Free Ice. Bartenders available. Se Habla Espanol

George Maciel, formerly of
Northside Market, 901 No.
13th St. Now at Stadium
Liquors, 356 Keyes Street/
Corner 8th, San Jose, Calif.
295-0616.

"I would love to see all my
Friends & Customers at
Stadium Liquors. Miss all
of you.

George Maciel

**356 Keyes Street /Corner of 8th
295-0616 San Jose, Calif.**



**STADIUM
LIQUORS**



Ernie y Grace
Hernandez, Prop.

LA PLAZITA Restaurant

"Traiga su familia a un lugar amistoso donde lo atienden bien y rapido. Vengan a comer nuestra comida Mexicana. Saldran satisfechos. Los precios son razonables."

Horario

Lunes a Jueves
9 a.m. a 9 p.m.
Viernes y Sabados
9 a.m. a 4 a.m.
Domingos
9 a.m. a 3 a.m.
Ordenes Para Llevar

292-2069 (Entre la segunda y tercera) 89 E. San Fernando St.

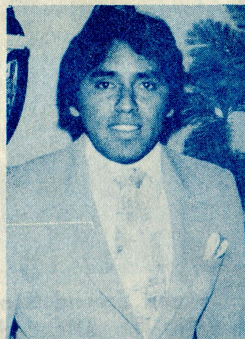


Welcome to RB Furniture in San Jose

for the furniture you want
at prices you can afford

At no extra charge we are pleased to provide:

- Decorating service in the store or in your home
- Free Delivery and Set-up in your home.
- The famous 5-year RB Warranty of Quality.



MANUEL URUETA
Decorator Consultant



*RB Furniture has everything in furniture,
accessories, bedding and carpeting.*

Servicios en Español

259-0320

2155 Tully Road - San Jose, Calif.

*El Fotografo
de las
ESTRELLAS
Richard Diaz
292-3294*



FREE PASS to the Tropicana for MARIA ELENA SANTA CRUZ from San Jose, caught looking great at the ranch of Ernie Hernandez, during a bar-b-que given by the Imperial Valley California Club.



Pictured around Santa are the children who attended the Children's Christmas Party of Imperial Valley California Club. We arranged to meet Santa on December 19th at the Straw Hat Pizza Parlor in San Jose. All the members were invited to bring any children or grandchildren under 12 yrs. old. to have pizza and give Santa their Christmas lists and also receive a present from Santa. The party was

sponsored by the IVCS' Kitty Fund and our hostesses, Vera Diaz and Josie Dominguez, were on hand to help serve the pizza and soda. Many thanks to all who attended the function and especially to Santa Claus (Richard Calvillo) who showed the club the true spirit of Christmas by renting the costume out of his own funds and buying the children's presents.

Just Opened **CHARLES BRIDAL** ...and more

MORE . . . 55 sample bridesmaids gowns to choose from starting at \$35.00.

MORE . . . fresh, new looks in bridal gowns.

MORE . . . mother of the bride gowns of elegance; up to size 24½.

MORE . . . special occasion gowns . . . prom dresses . . . quince años gowns.

MORE . . . special attention to make your occasion a happy one.

M. T. W. — 10-6 P.M.

TH. & F. — 10-9 P.M.; S. — 10-6

(408) 244-5158

416 Town & Country Village

El **Excéntrico**

Founder/Humberto Garcia, Sr.
1948-1974

Publishers/

Bert Garcia, Marc Garcia

Editor/Marc Garcia

Director/Bert Garcia

Production/Manuel Fernandez,
Steve Costella

Photographer/Richard Diaz

Public Relations/Rudy Belloumini

Sale Representatives/

Joe Marquez, Cora Jimenez

Contributing Editors/

Gerald Curtis

Tony Sanes

Rudy G. Belloumini

Luis G. Juarez

Daniel G. Saldaña

Theresa Beaver

Articles appearing herein are the opinion of the respective authors and do not necessarily represent the beliefs of El Excéntrico nor its sponsors.

27th Year, No. 18/January 5, 1977

El Excéntrico is published bi-weekly on the first and third Saturday of each month. Its circulation reaches 35,000 Mexican-Americans in Santa Clara County at each printing. Closing dates are one week prior to publication. Advertising rates are available on request. Subscription rates are \$7.00 per year.

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

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

Postmaster: Send change of address form 3579 to business office.

Jess' Place



TOMAS RIVERA

**COMIDA MEXICANA
CERVEZA Bien Helada**

INC / COCKTAILS

225-3052 3088 Monterey Highway

SERVING
SANTA CLARA VALLEY
SINCE 1937



**DOWDLE &
MANRIQUEZ**
MORTUARY

*Lena Manriquez
Director*

**DAY OR NIGHT CALL
293-3747**

1066 South 2nd St. San Jose



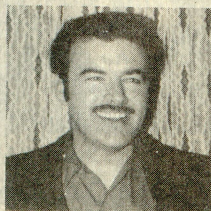
Well, well, look at the lovelies we found at Anna and Robert Rizo's wedding. Left to right Maria Lopez, Dianna Trinidad, Rosie Ortiz and Shirley Villalon. Aren't we lucky to have such beautiful scenery here in San Jose.

First California Realtors

Vende Su Casa? Consulte Primero.
Selling your house? See us about multiple listing service. Information by telephone.

TRADE - SELL - OR BUY
Houses, Condominiums,
Duplexes and Apartments

PABLO CURIEL
Res. 629-0384/after 4 pm
Listings Wanted/Call
evenings or wk.ends



Joseph A. Trapani, Broker **871 Coleman Ave.**
S.J. 998-1973

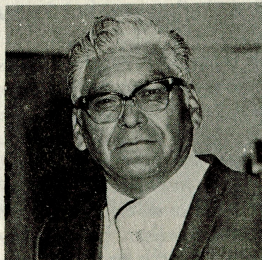
GARCIA PRINTING

For All Your Printing Needs

274 Terraine Street (408) 294-4040
5 Blocks North of Greyhound Depot

ALANIS PATROL SERVICE

- ★ STATE LICENSE No. C-5790
- ★ UNIFORMED OR PLAIN CLOTHES
- ★ MALE OR FEMALE OFFICERS
- ★ LICENSED & BONDED



(408) 926-4479 1532 Amesbury Way San Jose, Calif. 95127



Las Cazuelas

Aquí Encontrará el MENU más
Extenso y Variado de toda la Bahía
Lo Más Selecto y Delicioso
En Comidas Mexicanas

Justino Venegas, Owner

297-6370 30 S. Second St.

INTERVIEW With Councilman AL GARZA

by GERALD CURTIS

ALFREDO GARZA, JR. rides again. Not as a cowboy, but as a San Jose City Councilman who recently corralled 100 percent of the settler's vote after running for reelection unopposed.

Politically speaking, Garza had his six-shooters pointed down the middle of the road. That's where the apparent majority of he electorate stood last November. Since there was no one to challenge him, he was elected without firing a shot.

Winning with 66,000 votes Garza returned to the saddle for his third term in office. He was originally appointed to the post by former San Jose Mayor Norman Minea back in August of 1970. Since then Garza has run for office twice on his own and won handsomely.

"I was very lucky to get that kind of support," said Garza, sitting behind his City Hall desk, looking much younger than his 39 years. "I suppose I could have technically won with a single vote, but instead it was 66,000."

Born in El Paso, Texas, he was raised in a migrant family with seven brothers and two sisters. The family picked crops throughout the southwest before settling in San Jose in 1946. Garza attended San Jose City College and San Jose State University where he almost finished his masters degree in Public Administration. He has been active in numerous Chicano organizations, such as, the Mexican American Political Association, American G.I. Forum and others. He was the director of the Model Cities Program, and has helped others by working in their political campaign before he became a councilman.

Does Garza see himself as the only Chicano council member and wish there were more?

"Sure," said Garza. "There's no reason why more Mexican-Americans, Blacks, Philipinos, female and other minorities shouldn't serve on this council.

"I'm not in favor of a Chicano, Black or female coming in here just to represent their special interest. That would be a disservice, not only to their particular interest group,

but to the city as a whole."

As a member of a racial minority, does Garza look at some issues differently than a non-minority?

"Sure," said Garza. "Just due to the fact that I came from the Chicano community, I'm contacted more often than other council members. Therefore I know the issues of which minorities speak, and what priorities they subscribe to. I present that point of view. I present it whether I agree or disagree with it. It's my responsibility to be legitimate — to know the facts and present them from a minority perspective.

"It's also my responsibility since, obviously, I come from the WORKING PEOPLE of the community to represent the point of view that ALL TOO OFTEN is missing in deliberations of government.

"I ask myself questions—how does the guy across the street feel—the clerk, the grocery checker—what does he think?

"I don't always have the right answer, but, by enlarge, I've been right because I haven't just spoken for Al Garza or the Chicanos."

At a certain point, don't you specifically address minority issues?

"Now in respect to the special issues that affect the City internally — yeah, you bet your life. I've sat here and I've looked at the statistics on employment. And long ago before it became a vogue for Affirmative Action and women's liberation, I was involved in why women weren't being promoted. Or why there weren't more Chicanos or Blacks in City employment. But I haven't been beating the drug out there or issuing press releases.

"I haven't tried to embarrass anybody. I'm damn interested that the City be legitimate," said Garza.

What happens when special interest groups pack the city council chambers shouting, "let's have things our way?"

"Government that buckles down to mass pressure like that is weak government," said Garza. "If the issues they present are legitimate and are substantiated further by decency and morality, then government



should do something about it. In fact, the louder I'm yelled at sometimes, the harder it is for me to understand what they're saying. Therefore if I don't understand what they're saying, I can't take action."

When an angry mass of shouting people enter the council chambers, does Garza feel he's in jeopardy?

"No, I never have," said Garza. "I think you have to be strong in your commitment that the government does belong to the people and if that's how they want to approach you — there are limits of course — then I'd just as soon hear them out while their there."

"I would hope they would be more precise at times. And I would hope they would make themselves more factually supportive, rather than emotionally inclined."

(On the other hand) "No, the city council doesn't have to take all of that," he said "In the past many members of the council have walked out. And in the future, it may happen again."

"I happen to be one of those who believe we ought to LISTEN to all the people. Hopefully, try to calm them down and try to reason with them. And also, hopefully we won't continue to IGNORE WHAT THEY'RE SAYING. That means take what they say, research it, and then take some action on but not under duress or under attack."

What is the most effective approach when addressing government?

"The legitimacy of the issue is the most important thing," said Garza. "How valid is their statement? How valid is the support behind that statement? What number of

people are affected in a positive manner by what they're requesting?

What if the issue is valid and has support, but affects only a small number of people?

"If it's not detrimental to the overall operation of the City and welfare of the people at large, it's ok," he said.

What is Affirmative Action?

"Affirmative Action is the effort to see that the City employee composition reflects the population of the City as close as possible. Affirmative Action says that members of minorities ought to be looked at very close for all of the potential they offer, and not just looking at the test scores. Affirmative Action also has a means of affording people the opportunity to receive some training and preparation for the job. We have the Employment and Training Board. Some people don't particularly appreciate it, including members of the governmental entities in the county and City, etc. But nevertheless, it is an Act of Congress and we do receive some money and people ought to receive that benefit.

"When I came into office five years ago, tests scores were the sole criteria for determining who would be hired by the City. Today we have physical agility tests. We also have oral interviews to a greater degree, and more minorities on oral review boards."

There are people in the community who DISTRUST government because it doesn't respond FAST ENOUGH. It's all tied up in studies and red tape. How do you feel about that?

"That's largely based on the actual past experience of the local, state, and county government. I'm not going to sit here and tell you that because I'm in government that I trust the state or federal government, or even, the City government to know what they're doing.

"But I'll say this," Garza continued, "from actual experience in this government, I know the majority of the people on the San Jose City Council GIVE A DAMN about people and sincerely try to respond to them.

"For various reasons, we're not always going to agree with the petitioner. And that person will go back and say government didn't LISTEN to him. Whereas we may have listened for hours. We may have looked into the matter and to the best of our ability and wisdom we didn't agree with that person or group. Oh, it's happened

several times before.

"It's always easy to kick when you don't get your way.

"Nobody wants to pay more taxes to have government operate, not that it operates at maximum efficiently, but at the same time everybody wants to receive.

"And the way we have our government system in this country — and we learn this from the fifth grade on — government, especially local government, doesn't create its own money. We don't borrow. We don't operate on credit. We need to pay for all that we receive. There is only so much to pass around. So we play the game of not robbing Peter to pay Paul, but of not giving Peter as much money in order that Paul gets some.

"I say we're doing a good job, if I may say so myself.

I couldn't run for re-election in a City of half a million unopposed and win.

I must be doing something right. Other members of the council who ran for re-election and were incumbents received large majority votes. That doesn't mean that they're perfect or were perfect."

GRAND OPENING

EAST SAN JOSE

First Lady Health Spa

We are a private ladies spa specializing in your figure needs. We are a small spa, which enables us to give excellent supervision. Private diet counseling is available from our trained staff. Also a beautiful Whirlpool and Sauna for your relaxation as well as babysitting facilities.

First Lady Spa Can Help

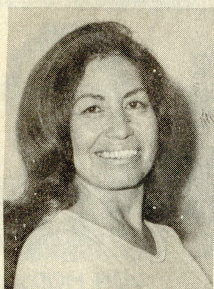
Call 926-2132

**New Location: 233 So. White Rd.
San Jose; 926-2132**

First Lady Spa

**19655 Stevens Creek
Cupertino; 255-3545 (Next to Sears)**

Se Habla Español despues de las 4:00 pm



MARY ESTHER'S

Bookkeeping & Income Tax Service

Personal and Business Returns/
Computerized for Accuracy/Year-Round
Bookkeeping and Payroll Service

251-0400 / 251-5552

3136 Story Road; San Jose, Ca.

Marglads

Bridal Salon Famous for Individual Attention

Wedding Gowns / Bridesmaids Gowns / Presentations

Mother of the Bride / Prom Dresses / Quince Años

1202 The Alameda / 294-0755

Free Parking in Rear

Mon., Tues., Wed., and Fri.

9:30 a.m. to 5:30 p.m.

Thursday 12:00 to 9:00 p.m.

Saturday 9:30 a.m. to 5:00 p.m.



NEW YEAR'S RESOLUTION:

Don't miss a single issue of
El Excentrico in 1977!

Have each issue **MAILED** to
your home or office first class!

Can you think of a **BETTER** deal
for only \$7.00?

Your Subscription will begin
with the NEXT Issue of **EL EXCENTRICO** — We Promise.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Mail Subscription Order to:

El Excentrico

274 Terraine St. San Jose, California 95110

FREE Health Check-Ups Available

There are an estimated 50,000 diabetics in Santa Clara County, with many suspected as undiagnosed, according to Dr. Monroe Gross, president of the Diabetes Society of Santa Clara County.

As part of the observance of "Diabetes Month," Dr. Gross today reminded adults over 30 who do not have regular physical check-ups that they are available FREE through the seven Santa Clara County Public Health Department "screening program." These check-ups screen for glaucoma, heart disease, and lung disease, as well as diabetes. Upon request, an individual may be tested for tuberculosis, sickle cell anemia, and cancer (for women).

Appointments for physical check-ups should be made by telephone. Clinics are CENTRAL, 2220 Moorpark Ave., San Jose (197-1626, extension 321); Fairoaks, 660 South Fairoaks, Sunnyvale (732-3720); Mountain View, 101 Stierlin Road (732-3720); EAST VALLEY, 1989 McKee Road, San Jose (251-2760); West Valley, 641 University Avenue, Los Gatos (354-0501); Blossom Hill, 841 Blossom Hill Road, San Jose (578-5811); and SOUTH COUNTY, 650 West Fifth St., Gilroy (842-7141).

Spanish is spoken at most of the clinics.

New groups for diabetics will begin in late January and early February for senior citizens, teenagers and parents of diabetic children at the Diabetes Society of Santa Clara County. For further information call 287-3785.

ASK ME FOR
AN ELECTRONIC
HEARING TEST.
IN OUR OFFICE
OR IN YOUR
OWN HOME.



DON HODSON

ACUDA USTED A UN EXAMEN
PARA SUS OIDOS EN NUESTRA OF
OFICINAS O EN SU CASA.

Beltone HEARING
AID SERVICE
34 S. FIRST ST., SAN JOSE
PHONE 287-3312

CASA DEL PUEBLO

Sr. Citizens Residence
Apts. Available

All utilities paid, beaut. new 1 bdrm.
apts. w-full kitchens. Luxuriously furn.
rec. rms. A HUD Section 236 program.
\$158 & up.

200 So. Market, SJ or 294-5380
Weekdays 10-3
EQUAL HOUSING OPPORTUNITY

La Rosa Pharmacy

IN DOWNTOWN SAN JOSE SINCE 1945



HOURS
MON. THRU SAT.
9:30 A.M.
to 6:00 P.M.
CLOSED SUNDAY

SE HABLA ESPAÑOL

- FREE DELIVERIES -

PRESCRIPTION SPECIALISTS

294-5030

56 S. FIRST STREET

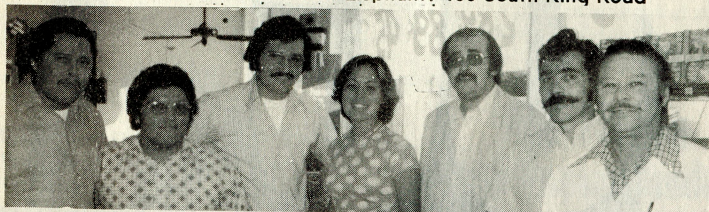
HYPO ALLERGENIC
COSMETICS
VALIDATED PARKING
IN REAR



THE PINK ELEPHANT MARKETS



Our Staff at the No. 1 Pink Elephant/400 South King Road



Our Staff at the No. 2 Pink Elephant 1098/North First Street

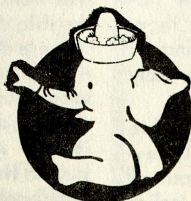
DOS TIENDAS PARA SERVIRLE A USTED

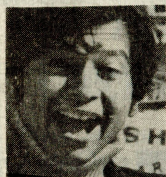
Con una linea Completa de Productos Mexicanos
y Tortillas Calientes cada hora. You'll find
Personalized Service from our friendly staff.

We carry Beer and Wine in our Liquor Department
Food Stamps Are Accepted. Come In Soon.

No.1 400 South King Road - 272-2446

No.2 1098 North First Street - 275-1480; 275-1485





**At
The
Movies**
Tony Saenz

ROCKY — Drama; a United Artists release of a Irwin Winkler/Robert Chartoff production. Directed by John Avildsen. Written by Sylvester Stallone. Music by Bill Conti. Edited by Richard Halsey. Stars Sylvester Stallone, Talia Shire, Burt Young, Carl Weathers, Burgess Meredith. Running Time: 119 minutes; MPAA Rating: PG.

actor who the likes we haven't seen since the early days of Marlon Brando. In fact he is a combination of Brando, Robert Mitchum and James Dean, which is no small feat in the days of super stardom.

The story concerns one Rocky Balboa, a 30-year-old loser. He works for a local loan shark in collection and fights small local fights for whatever he can get. His life lacks real purpose or direction. There is nothing in the future and no real dreams except to keep his head above water. At the beginning of the film we find our hero punching it out in an "arm-pit" of a ring with another local loser, Spyder Ricco. After winning the fight and collecting his \$40 winnings, minus taxes, locker rental, etc. . . . he returns to

ROCKY

His whole life was a million-to-one shot.

Earlier in the year I had stated that "Marathon Man" was the best picture of the year. And to be very truthful at that time it was, until now. "ROCKY" is the kind of picture that comes along once every ten or so years. In this case, there hasn't been a picture like this since the 1950's. It is a combination of "On The Waterfront," "Marty" and "Somebody Up There Likes Me." It is a simple story of simple people and how one 30-year-old loser gets a million-to-one shot to fight for the heavyweight championship of the world. And how no-one pays any attention to him, until then. And only then because he is something of an novelty, the boxing world does not really take Rocky, the Italian stallion seriously.

The lead is played by the man who wrote it, Sylvester Stallone. You are probably saying who? But after seeing the film you will be saying, "Yeah, Stallone, the Italian Stallion." That's what he calls himself in the picture, his fight nick-name. Stallone is an

his gym, only to find out that he has been moved out of his locker and his things put on skid row in order to make room for a new talent. Things are looking up for Rocky.

While all this is going on, the heavyweight champion of the world has just been informed that his next contender has had to cancel out of the big bicentennial bout with the champ because of a broken hand. Apollo, the champ (on Ali characterization) wants another contender, but no one wants to fight him. All the rated boxers say that five weeks is not enough to time to train for the big fight. So, the champ decides to stage a show for the public. He will choose a local boy to fight him on the 200th anniversary of the U.S.A. And he has to be white and for that matter he has to be Italian. After all, who discovered America but an Italian. So, right out of the fighter's handbook he picks Rocky Balboa, the Italian Stallion, a sure "loser"!

The film is built on the great American

dream, that success can be had if one is willing to pay the price. It's a picture that anyone can see and totally understand and love. It is also the kind of movie that makes one glad he went to the movies. Rocky leaves one with a feeling of happiness and self-confidence to go right out and do whatever it's been eating at you to do and succeed at it. It's today's "Shakespeare." The direction is tight and sweet. The acting is very gutsy and real. But above all it's the writing that makes the picture, pure genius. Because all during the movie one has to remind himself that that ROCKY (Sylvester Stallone) is the "loser" that put this picture all together. He wrote it and hustled all the money to make his dream come true. This is his story. Real life story as a struggling actor but in boxing trunks.

I guarantee you won't find a better movie playing anywhere. By the way, the budget on this picture was less than a million dollars. That's 1/24 of what "KING KONG" cost. Think about that when you see it.

Now playing at the Century 21 in San Jose.

KING KONG

KING KONG — Adventure A Dino De Laurentiis Production released by Paramount Pictures. Stars Charles Grodin, Jeff Bridges, Jessica Lange and Kong. Directed by John Guillerman. Running Time; Too Long (135 minutes) MPAA Rating; PG.

Well after a year of promotional hype, pictures, interviews, excerpts from the film itself (boasting a super budget of 24 million dollars!) the biggest movie of the year is here! And if you are one of the few people who didn't run right out on opening day to see it, all I can say you didn't miss a thing. Without a doubt one of the worst movies ever made! And that is an understatement. One of the worst things that could be said about it is the total waste of money. When you see the picture one wonders, "Where did it all go?" It has been reported that 3 million went to build the great Kong alone. This particular Kong was a combination of a man in an ape suit, a giant mechanical dummpp, which stands over 40 feet tall and a giant mechanical hand that is used in all the close-ups. In other words, no better than one of those Godzilla movies from Japan. I take that back, it's worse. The main reason for that statement is the tremendous waste of money. The Japanese

don't even try to make their films realistic, with their limited budget, why try? They'd be only fooling themselves. The reason for not using animated models, as done in the original "King Kong" is that the producer Dino De Laurentiis said that the old method was exactly that, old. And that he wanted to up-date the original with modern techniques, so instead he commissions Carlo Rambaldi of Italy to design a man in a monkey suit. So much for up-dating the monster. As for the story, he decided that the original was too short, so he decided to lengthen the story from the original 97 minute story to a boring 135 minute marathon. No, don't get me wrong. The movie is fine, if you're suffering from lack of sleep. Because believe you me, if this doesn't put you to sleep, I don't know what will. You would think that after hiring a famous director like John Guillerman, a man who has directed such super flicks as "THE TOWERING INFERNO," "THE BLUE MAX" and "TARZAN'S GREATEST ADVENTURE," that he could really get the picture going, but alas it never does. If you don't believe me, you can waste your time and \$3.50 at the Cinema 150 to find out!

Now Playing and Recommended

"Harry & Walter Go To N.Y." — Saratoga 6, San Jose.

"Marathon Man" — Meridian Quad 6, San Jose.

"Carrie" — Meridian Quad 6, San Jose / Century Almaden, San Jose.

"Murder By Death" — Meridian Quad 6 / Century Almaden, San Jose.



PACIFIC TELEPHONE



An Equal Opportunity
Employer



AEROBIC DANCING

"Somehow, getting in shape and having fun just don't seem to come together very often!" says Carolyn Kovacevic, a physical educator and heart researcher at the Stanford Heart Disease Prevention Center. However, where dancing and music move in, the boredom of routine physical exercise moves out. That's why AEROBIC DANCING was created. Starting the week of January 10th, Carolyn is bringing Aerobic Dancing to the south bay area.

Aerobic Dancing is a fitness class for FUN, which involves simple dances carefully designed to improve and maintain your overall level of cardiovascular (Aerobic) and muscular fitness. Jacki Sorensen, a professional dancer and physical fitness consultant created Aerobic Dancing to combine jogging and dancing to music. Aerobic Dancing classes consist of light-hearted, fun dances designed for NON-dancers and dancers alike. Emphasis is always on FUN and a good

fitness workout; rather than on skill or technique. Aerobic Dancing utilizes a great variety of dance steps, mixed with stretching, swinging, sliding, skipping, jumping, hopping and rhythmic running.

The term AEROBIC is used to describe vigorous exercise, using large volumes of oxygen, performed over an extended period of time, designed to strengthen the heart, lungs, and vascular system. Aerobic Dancing is a well-rounded total fitness program which can increase your PERSONAL ENERGY as you 1) strengthen your heart, lungs and vascular system, 2) improve agility, balance, poise, flexibility and coordination, 3) tone and firm your physique, 4) relieve tensions and pressure, and 5) help control your weight.

For further information about classes in your area and a complete winter schedule of classes please call Aerobic Dancing at (408) 289-1673 or write: Aerobic Dancing, P.O. Box 28154, San Jose, CA. 95159.



RACE TAX & BOOKKEEPING SERVICE

130 RACE STREET, SAN JOSE, CA.



JESUS CHAO



MANUEL PAZOS



HERIBERTO MEJIA

SERVICIO DE INCOME TAX/PERSONAL Y NEGOCIO

BUS: 292-2013
RES: 296-5090
RES: 238-3235

Depend on us for complete banking services.



More Californians do.

Checking. Savings. Home loans. Business financing. Whatever your needs, you can count on your nearest office of Bank of America to provide them. That's why more Californians depend on us than on any other bank.

BANK OF AMERICA



EL ZOPILOTE MOJADO TOMMY RODRIQUEZ

En Camino Datsun en Sunnyvale



"Donde estan dispuestos ser No. 1
en ventas a como de lugar"

CAMINO DATSUN

916 WEST EL CAMINO REAL - PHONE 739-0934
SUNNYVALE, CALIFORNIA 94087



County Begins Recycling Waste

Fifty-three special paper collection containers are being placed in convenient locations in the various offices of county government from Palo Alto to Gilroy.

The containers are part of a program to recycle or salvage some of the vast amount of waste paper discarded monthly by the county employees, according to Robert A. Sorensen, County director of general services.

"This program can only be successful if each employee takes personal responsibility for depositing contaminant-free recyclable paper in the appropriate container," said Sorensen.

The project was suggested by Supervisor Rod Diridon, and it was approved by the Board of Supervisors. The County hopes that the containers will consume the tons of letters, memorandums, forms, and computer reports produced each month by county operations.

Each collection barrel has a distinctive emblem on the side. A list of paper products acceptable for recycling is posted near each one along with a list of products which cannot be recycled. Paper clips, staples, and brass paper fasteners do not need to be removed from the recyclable paper.

Sorensen believes that the County recycling program if successful will not only help the ecology but also generate revenue for the County general fund and decrease expenses for garbage removal.

Servicio de INCOME TAX



*Pase a nuestras Oficinas
para arreglarle
Su Reporte de
INCOME TAX
Entre más Pronto lo
Envie Más Pronto
le Devolveran lo que
Pagó de Más*

JOSE J. ALVARADO

297 - 1339 1190 E. Santa Clara St.

Neighborhood Disputes



by
**RUDY G.
BELLOUMINI**

It is the intention of this writer that the foregoing report be of some help in the understanding and ultimate alleviation of neighborhood disputes. The occurrence of disputes between neighbors has been around since people began to take residence together. This destroying incident can rip apart neighborhoods and not uncommonly result in lasting injuries and even death. In addition, such disputes create problems for police, governmental agencies, and the community at large.

As a result of my past experiences with San Jose Police Department's Crime Prevention Division — where I served for over two years as a mediator in approximately 250 neighborhood dispute cases—I am able to share my experiences and knowledge gained in hopes of contributing toward the solution to this mounting problem.

Between the month of November, 1973 and July, 1974, the San Jose Human Relations Commission (now defunct) made a study of neighborhood disputes involving some 47 families, 10 of which were located on the East side of San Jose (North of Berryessa Rd., south of Tully Rd., East of Bayshore Freeway and West of foothills).

IMPORTANT FINDINGS

1) Three-quarters of the complaints and three-quarters of the respondents were of multi-racial, multi-ethnic background. This presented communication problems, unfounded fears, and a general feeling of distrust among people in the neighborhood.

2) About half of the families contacted by the Human Relations Division experienced **UNEMPLOYMENT** of one or both parents.

3) Half to three-quarters of the families contacted experienced some kind of family structure breakdown in the form of non-communication between family members, individual and familial problem solving, and other forms of familial dysfunction.

4) About half of the homes visited by the Human Relations Division were in poor condition and needed moderate to major repairs.

5) Almost one-third of the families contacted were **NOT** aware of available community resources and their functions.

6) About one-eighth of the families contacted had female heads of household. In these families, as well as the others, many of the mothers expressed some frustration at being with their children all day and not being able to pursue their own interests.

7) About three-fourths of the families contacted had a twelfth grade level of education or below and as a result they experienced a variety of negative feelings with regard to their own self-esteem and to the educational system itself.

8) Half to three-fourths of the people contacted expressed some discontent regarding the availability of recreational facilities in their neighborhood.

9) About one-quarter of the individuals contacted after some discussion of the problem, **REALIZED** that the aggression toward their neighbors was a **RESULT** of their **FRUSTRATIONS** due to their own unresolved personal problems.

The typical situation that often leads to neighborhood confrontations and, in some cases results in violence or serious injury occurs when a neighbor yells derogatory remarks at a child who he possibly suspects of destroying his property or disturbing his peace. — The child runs home crying to his parents that a neighbor threatened him with bodily harm for no apparent reason. — Instead of the child's parents coming over to the neighbor's home in a peaceful manner, most parents overreact by pounding on the neighbor's door demanding an apology or threatening to do him harm. He in turn yells back at them, the police arrive at the scene and depending on the seriousness of the dispute, someone gets arrested or reprimanded.

TYPES of complaints that cause conflict between neighbors **ARE**: Parents getting involved with children's fights and not knowing how to cope with the situation. They usually end up fighting among themselves while the kids make up and start to play together again . . . neighbor's car blocking another's private driveway and both neighbors getting upset about it . . . neighbor falsely accusing another of making derogatory remarks to his/her family without any proof

... neighbor thinking his next door neighbor's kids knocked down his garbage cans due to bad past experiences, he retaliates by throwing eggs or other objects onto their homes ... neighbor calling the police on a loud party going on next door and being harassed because of it ... parents believing what their children and friends say about another neighbor being mean to kids and threatening that neighbor with bodily harm without knowing the facts of the case ... neighbors who think their kids are angels when the other neighbors tell them differently and they refuse to believe it ... children running around the neighborhood creating trouble and parents not caring to discipline them because they don't want to be bothered.

The major contributor to disputes between neighbors is disrespect for each other's civil and property rights. It has always been my contention that one does not have to love his neighbor, just respect him so that he will do the same to you.

The neighbor's unwillingness in making an effort to know or at least understand their neighbor's actions or attempt to set aside any past grudges contributes to keeping the fires in neighborhood disputes going.

There are two methods of approaching the handling of neighborhood disputes. The first approach is to hold separate house meetings with each neighbor involved in a dispute. If the dispute was not resolved by this approach, then the next method is to require both disputing families to attend a mediating and conciliating session to sign a "peace treaty." This is a commitment based on trust and confidence to maintain peace signed by all members of each family, including the children.

An example of a signed "peace treaty" would be: "We, the undersigned do hereby agree to do the following:" 1. Cease any potential slanderous remarks. 2. Be more tolerant of minor things. 3. Keep our dogs from barking and running around without a leash. 4. Attempt to keep avenues of communications open in order to respectfully air out any differences between us. 5. Exhibit respect for each other's civil and property rights as individuals and residents. 6. Make our children respectful to others in the neighborhood, especially adults. 7. Adults will not yell at other neighbor's children, but will attempt to speak softly to them.

The need to inform and educate neighborhood residents of existing agencies in the

community is of vital importance. Such services could be in response to inquiries concerning available health, welfare, and counseling agencies, public and private personnel agencies, clergy people, community groups, resourceful individuals and others. Many of these agencies would possibly provide counseling and/or solutions to problems of a referred client.

Locally in Santa Clara County, there are several agencies involved in helping others to obtain such services. The Santa Clara County Office of Administration has several information and referral centers located in different county areas. Some of their services provide family planning, financial counseling, legal services, mental and medical health services, youth services, alcoholism problems, child care, children's special problems, counseling on drug rehabilitation, emergency food and housing needs, etc. The Social Planning Council of Santa Clara County has an up-to-date directory of health, welfare, and recreation agencies and services available at your finger tips and the City of San Jose has a booklet-guide called Citizen's Troubleshooter consisting of city services.

Dr. Ivan T. Hendren

QUIROPRACTICO

Tel. 258-1615

1621 E. Santa Clara



Tues. & Thurs., 8-6; Sat., 8-12 pm
17705-A Hale Ave., Morgan Hill
779-3176/Mon.-Wed. & Fri. 9-5
Two Offices to Serve You

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

The 5th San Jose City College Open Chess Tournament—1977

5th "San Jose City College Open"

DATE: Sat. and Sun., January 22 and 23,
Happy 1977.

PLACE: S.J.C.C. Cafeteria and Student Union, 2100 Moorpark and Bascom, San Jose, (if coming on 280 Freeway, just turn off at Bascom exit).

TYPE: Five-Round Swiss, U.S.C.F. rated.

SCHEDULE: Late Registration ends Saturday, January 22; from 9:15 to 11:15 a.m. Saturday, Round 1 at 12:15 and Round 11 at 5:15.

Sunday: Round 111 at 9 a.m., Round IV at 1:15 and Round V at 5:15 p.m.

PRIZES: (As Round V is completed): \$\$\$ per entries, plus donations. Donations up to date: Three Chess Books, one "Heuer Chess-Champion Clock" one trophy and two "Staunton" chess sets.

ENTRY FEE: Open/Master/Expert:\$13.00;
A-B-C \$12.00; D-E Unrated: \$11.00;
Jrs.: \$10.00; Srs.: \$9.00; Female: \$8.00;
SJCC students: \$7.00. If received by
Thursday 1/20/77. Late Registration is
50 percent more.

DIRECTORS: The Sierras, Fred Muollo, Dr. A. Chappell, and James Black.

INQUIRIES: SJCC, Room 301, Work hours;
or call 241-1447 anytime.

EQUIPMENT: Please, bring chess CLOCK.



HISTORY OF WINNERS

1st "S.J.C.C. Open"—Eleuterio Alsasua; 2nd: Harry Radke
3rd: Roy Ervin; 4th: Michael Ewell, 1976 winner in photo

MAIL REGISTRATION — Send to:

Francisco A. Sierra
663 Bucher Avenue
Santa Clara, Ca. 95051

Full Name: _____ Phone: _____
First Initial Last

Address: _____ Zip: _____
Number and Street City

Last US. F.C. (if any) US. C.F. I.D. No. I'm enclosing

[illegible]



LEE'S CUSTOM UPHOLSTERY

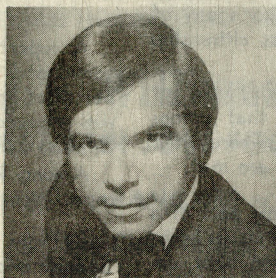
Don't wait until it's too late. Think now about that new look for the coming year. Want quality expert work with low prices? Compare: Labor, standard sofa, \$65.95; chair, \$35.95; standard 3 pc. sectional, \$79.95. Choose from 1st grade fabrics. Free est. Free pick-up and delivery.

295-0315

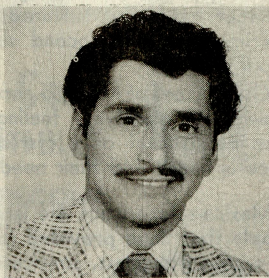
MUEBLES HACIENDA



CANDY VELIZ



RENE DE LUNA

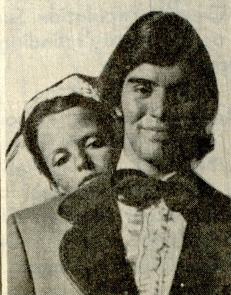


FELIX NAÑEZ

We carry Quality Merchandise & Brand Names. Come in and see our wide selection of Bedroom Sets, Dinettes, Chairs, Sofas, Mattresses, Hideabeds, & Bunk Beds. Easy terms available and immediate delivery. Open daily.

226 So. First St., Downtown San Jose (408) 294-4700

IDA'S TUXEDO RENTAL



Red, White, Black, Grey and Brown King George Jackets and Pants. All Colored Shirts, Suspenders and Accessories included. All White, Black and Green Windsors. Brown, Blue, Black Suits. We Rent and Sell Santa Claus Suits.

Hours: 9-6 P.M.

Mon., Thurs., Fri., 9-9

Sat., 8 A.M.-5 P.M.

(408) 292-9102

380 So. First St., San Jose

Chicano Superior Court Judge—A Giant Step

by **LUIS G. JUAREZ**

I was among the 270 people who crowded into the San Jose courtroom this week to witness the swearing in of our first Chicano judge to a Superior Court bench in Northern California.

When Fred Lucero donned the black judicial robe, assisted by San Jose Deputy City Attorney Sidney Flores, I felt our Chicano people now had at least one person in the local courts that understood them.

The appointment of Lucero marked another step toward the recognition of a people that have long suffered the agony of discrimination and second class citizenship in our country.

Our citizens of Mexican ancestry have not known the gratifying feeling that comes from being part of a system where their voice is heard and their needs are met.

Mexican-Americans are largely part of a people that have provided the stoop labor for our agri-business, construction labor, unskilled and semi-skilled labor in our growing industry.

They have had little representation in the professional, business and political worlds. Without this type of representation, their voice has had no effect in the socio-economic structure of our society.

It is, therefore, not surprising that the appointment of one of them to the position of judge can be as significant as when this nation put the first man on the moon.

Mexican-Americans realize that education and hard work is necessary to elevate their group to the level where they can influence the court of our system to better meet their needs.

Mexican-Americans have come a long way since the days when their highest aspiration was to have a steady job or the hope that the cannery season would start early and end late.

Our business and political forces are growing and every Chicano who takes a place of leadership in our society is considered a personal feeling of achievement to every one of us.

I saw tears of emotion on the faces of many of our Chicanos during the ceremony for Lucero. It was a sense of deep satisfaction and a thought of a still long and hard road ahead.

Demographic Statistics For Spanish Origin

by **Luis G. Juarez**

A report covering selected social, economic and demographic characteristics of person of Spanish origin in the United States was released this week by the Bureau of the Census, U.S. Department of Commerce.

Among key findings summarized in the report are these:

—There were about 11 million people of Spanish origin in the United States in March 1976. An estimated 6.6 million of them reported Mexican and 1.8 million reported Puerto Rican origin.

—The median income in 1975 for families with a head of Spanish origin was about \$9,600. This compares to the median for all U.S. families of \$13,700.

—In 1975, one in every four families of Spanish origin was below the low-income level.

—Of the Spanish-origin population 25 years old and over, 39 per cent were high school graduates, compared to 64 per cent of the total U.S. population.

Information in this report was collected in the March 1976 Current Population Survey. The full report on the survey's findings will be published soon.

Copies of the Advance Report, Persons of Spanish Origin in the United States: March, 1976, P-20, No. 302, are available for 35 cents from the superintendent of documents, U.S. Government Printing Office, Washington, D.C. 20402, and U.S. Department of Commerce District Offices.

Marisco's Inca Restaurant

SEA and MEXICAN FOOD

MARISCOS
JUGO DE
CAMARON
PESCADO
ALMEJAS
OSTIONES
COCIDO DE RES
MENUDO



ORDENAS
PARA LLEVAR
ABIERTO
DIARIAMENTE
11 A.M. a 11 P.M.
VIERNES y
SABADOS HASTA
LAS 3 DE
LA MANANA

300 Willow (Esquina - Locust y Willow) 292-2180

" THE OPEN HOUSE REALTORS "



"Se Habla Espanol
Mary Saiz

Res. 258-7028

J. S. Williams Co.
EAST SAN JOSE FOOTHILLS

HOMES • RANCHES • INCOME

See Our Picture

*Arcade Of Over 300 Homes
Available Now!*

Day or Night 259-6759

McKee Rd. at Kirk Av.

San Jose'



Gloria's Bridal Salon...

....A VERY SPECIAL PLACE TO
FIND THAT SPECIAL GOWN THAT
BECOMES A SPECIAL MEMORY ...

294-4450

36 SOUTH 2nd SAN JOSE

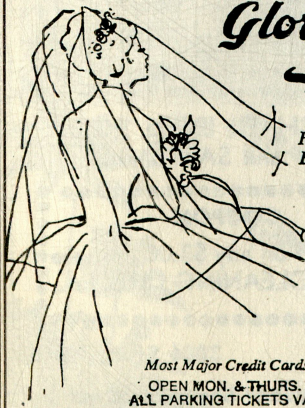
SINCE 1947

- wedding gowns
- bridesmaids gowns
- mother of the bride
- formals
- street wear
- lodge

**PRICES to SUIT
ALL BUDGETS**

**Bridemaids from
\$36.00**

**WEDDING
GOWNS
from \$69.95**



Most Major Credit Cards Accepted
OPEN MON. & THURS. TIL 9 P.M.
ALL PARKING TICKETS VALIDATED



Por
Daniel Saldana

UN AÑO MAS

No sabemos que nos traerá el año de 1977, pero presentimos que será como los anteriores, en su cargamento de 365 días habrá de todo, alegrías y tristezas, triunfos y fracasos, penas y consuelos, ganancias y pérdidas, enfermedades y salud; en fin durante el año que acaba de empezar, tendremos que enfrentarnos con los problemas que se presenten todos los días, también disfrutaremos de las alegrías que se nos brinden y que guardaremos en la memoria para recordarlas en los años venideros.

Las personas inclinadas a la contabilidad, el día primero del año abrirán su libro mayor que tendrá 365 páginas y en cada una de ellas anotarán el Debe y el Haber de cada día; al final del año harán un balance y sabrán si durante el año han encontrado mejoramiento o deterioro en su situación económica y personal.

Las personas inclinadas a los negocios, también abrirán su libro de contabilidad (particular) el primer día del año y anotarán sus ganancias y pérdidas; al final del año harán el Balance que les dirá si ha sido un año de éxitos o fracasos económicos.

Las personas que trabajen por un salario, también anotarán en su libro de contabilidad, o en la memoria, los ascensos de categoría y los aumentos en su salario, lo mismo que la estimación y afecto de sus jefes y compañeros de trabajo, al final del año podrán hacer un Balance de sus progresos y de sus fracasos.

He usado ejemplos de algunas actividades, pero creo que todas las personas, cualquiera que sea su actividad, llevarán una contabilidad que les permita al final del año saber si ha sido un año fructífero o un año que no ha dejado saldo favorable.

Me inclino a creer que todos los años, sin excepción, dejan algo favorable. Puede ser que en un año se sufran muchos fracasos, pero aún así, sacamos algún beneficio de esos fracasos, el beneficio consiste en que el fracaso nos da experiencia para

no incurrir nuevamente en el mismo error. Si por el contrario, no se presentan ningunos problemas, no sabremos si estamos capacitados para superar esas dificultades.

En este año y en todos los años es conveniente disfrutar de los éxitos, pero más conveniente es el saber asquiar los fracasos; una persona habil para evadir los fracasos, fácilmente los convierte en éxitos, esto es lo que puede darle mayor satisfacción.

El año de 1977, como todos los años, se nos presenta con su cargamento y no sabemos que hay dentro de ese cargamento, pero si sabemos que a medida que vaya descargando sus días, encontraremos problemas que, a querer o no, tenemos que resolver y la única forma de sobreponerlos a ellos es estar en guardia para que esos problemas no nos dobleguen. Si logramos vencer tendremos como recompensa la satisfacción de haber conseguido un mayor bienestar y tranquilidad para nuestras familias y para nosotros mismos.

Cuando este año que empieza descargue sus días de alegría, dicha y felicidad, que indudablemente debe de traer, tenemos también que estar preparados para disfrutarlos, para que al descargar el último día de su cargamento, podamos decir fue UN FELIZ AÑO.

ONE HOUR Martinizing

"We Clean Everything but Fish"



L-R: MICHAEL, IRENE, ROSE
CINDY and SANTIAGO

COUPON

\$1.00 off on any \$3.00 or more
DRY CLEANING ORDER

251-7310

3086 Story Road

Mt. Pleasant Shopping Center

SEAT COVER KING

CUSTOM SEAT COVERS

We offer a Complete Auto Upholstery Shop specializing in Vinyl Tops, Diamond Tuft, Tuck & Roll, Convertible Tops, Camper Boots, Clear Plastic for Autos and Furniture. Come in and see us soon.



Joe

Joe & Eddie Moya



FREE ESTIMATES /286-3434

905 N. 8th ST., SAN JOSE,

(Near Hedding)

DR. LAWRENCE H. STERN

OPTOMETRISTA

EXAMINACION DE OJOS

ADAPTACION DE LENTES

LENTES DE CONTACTO

SE HABLA ESPAÑOL

ABIERTO DIARIAMENTE DE
9:30 AM A 5:30 DE LA TARDE
CERRADO LOS DOMINGOS

67 S. FIRST ST. 295 - 4805



L/R ANNETTE, OLGA
y DR. L. STERN



El Tropical Club

MUSICA

**Todos los Viernes, Sabados,
y Domingos.**

**"Jose Luis" y Su
Conjunto "Lumbre"**

279-9731 1620 Almden Rd. Danny Ramos, Prop.



The San Jose JOB CORPS

by THERESE BEAVER

"San Jose Job Corps is a federally funded manpower training program," began John Adams, director of the center.

In a recent interview with EL EXCEN-TRICO, Adams explained that the program is designed to change the lives of young people (between 16 and 21) with problems at home and school. Most of the students (Job Corps Member is the official title) come from low-income families and are either high school drop-outs or work in dead-end jobs.

Some of the high school graduates are seeking better job skills and those from problem-homes need a change of environment while job training is carried on.

"Our objective is to qualify these students for a job," Adams said.

The Program was originally established by the Economic Opportunity Act of 1964. Now included as Title IV of the Comprehensive Employment Act (CETA) of 1973, it is the only national manpower program to retain a separate identity under CETA.

All other federally-funded manpower programs shift the responsibility of operation and planning to local, county or state governments.

The Career Systems Division of Singer Corporation has managed the center since its beginning in 1972. They have been awarded the contract from the U.S. Department of Labor every two years since then, according to Adams.

"In its first year of operation, the center received very poor publicity and had poor relations with the community. This was due to poor management and a lack of understanding with the community of what Job Corps was," Adams explained.

However, Adams said a new director, John Acquilano, was selected and "he created an atmosphere of trust and respectability.

"He also developed a motivated and responsive staff," Adams added.

"Now we emphasize motivation and because of that we have a very dedicated staff. We are also intolerant of any student

who shows no interest," Adams continued.

Adams said the staff tries to turn the student's thinking pattern towards long-term goals, but encourage lots of immediate small successes to build their confidence.

This sounds like a difficult task to motivate 240 students, (60 women and 180 men) and it is, according to Adams.

"We have a large counseling staff. In fact, every staff member is a counselor in a way. A psychiatrist does the staff training," Adams said.

This approach seems to be working well, as the San Jose center was rated as the top center of 31 centers in the United States, and number two in the entire Job Corps program during April to June 1976. A Puerto Rico center was rated highest.

Factors used in ranking the centers are based on student completion rate, placement rate, weekly termination rate, average on-board strength, and direct and total operating costs.

During the rating period, the center boasted an 85 per cent completion rate, compared to the national standard of 54 per cent.

The placement rate for San Jose members was over 97 per cent, including placement into jobs, advanced schooling or the military. The national standard was 93 per cent, as reported by the San Jose Job Corps newsletter.

"We just graduated our 200th GED (General Equivalency Diploma). We have a 100 per cent success rate, meaning everyone who has taken the test has passed. The exam proves the student has the level of proficiency for a high school diploma," Adams explained.

Most of the students at the San Jose Center come from the Santa Clara County area. Recruitment and screening of male applicants for the program is handled by the State Employment Development Department. This process for women is handled by Women in Community Service (WICS), Adams said.

The San Jose Center varies between a

13th STREET AUTO WRECKERS

WE KNOW OUR INVENTORY

RADIATOR REPAIR
FREE TOWING



WE PAY CASH FOR YOUR CAR



(408) 286-9770 LARRY SCHALLER
1320 OAKLAND RD. (NO. 13th ST.)
SAN JOSE, CALIFORNIA

Jess Garage

Taller Mexicano de Mecánica



JESS IZQUIERDO, Prop.

Automatic Transmission Service

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. 28th St.

40 and 60 per cent Mexican-American population, which makes it the only one in the county with such a majority.

The training period can last from three months to two years, although the average stay is about six months, according to Adams.

"To earn a \$50-a-month re-adjustment allowance, a student must remain here at least three months. This money is kept in a fund until they complete their training and is then used for such things as setting up an apartment, buying tools or work clothes," Adams said.

Adams stressed that remaining at the center is on a completely voluntary basis.

"The students also earn a \$1 a day for each day they are present. However, they can be fined if they miss bed-check or go AWOL," Adams said.

"We have strict rules and regulations here, but they are enforced fairly and consistently, he added. "Students can't claim ignorance as they are made aware of every rule."

The Center provides remedial education, skill training, work experience, personal counseling and guidance, health services, residential living and recreational activities. Most vocational training is done at sites located away from the Center by private contractors and schools.

"Some of our students have never seen a doctor, a dentist or have never slept in a bed. Although this is an exception, many of them have only had minimal exposure to this type of environment," Adams said.

There are approximately 20 different basic job skill areas available through the center, with many variables in each skill area. They include automotive mechanics, drafting, electronic assembly, medical and dental assistance, welding and more.

Perhaps the message on a Job Corps pamphlet best describes the atmosphere at the center:

"It won't be easy at the San Jose Job Corps Center. You will have to work hard, and the rules are strict. But if you want a chance for a better future and you are willing to try and help yourself, the Job Corps may be the answer."

Next Issue:
Interview with
Dr. Theodore Murguía

UN AÑO MAS

por ALIDA CAMACHO

Ha pasado un año más y no por eso podemos decir que contamos con más años.

Ya sea setenta o diecisiete los años que contamos, nuestro corazón debe latir por el afán ante la vida.

Somos tan jóvenes como la fé, tan viejos como los temores, tan tiernos como las esperanzas y tan duros como las desilusiones.

El tiempo cubre de arrugas con las líneas adustas de la preocupación que consume la duda y el recelo de sí mismo el temor de lo desconocido y la desesperación.

Mientras puedas escuchar mensajes de belleza, de aliente y de grandeza serás joven.

No es la juventud una etapa circunscrita por el tiempo. Es una actitud moral, es templo de acero en la voluntad. Es confianza plena en la realización de un deseo.

Cuando sepas hallar una sonrisa en la gota sutil que se resume de las porosas piedras en la bruma, en el sol, en el ave y en la brisa.

Cuando nada a tus ojos, quede inerte ni uniforme, ni incoloro ni lejano.

Sentirás en la inmensa muchedumbre de seres y de cosas, tu ser mismo.

Entonces en las flamas de la noguera de un amor infinito y sobrehumano, como el Santo de Asís, dirás hermano al árbol, al celaje y a la fiera y quitarás así tus sandalias para lo herir a las piedras del camino.

PIRUETAS

Pablo Picasso, pobre Pintor, premeditando prolongadas peregrinaciones, partió para París, penetrando primero por Provincias, primorosos paraísos, pintorescos panoramas.

Por perversas pretenciones, pervertido por pecaminosas pasiones, pensó pintar pinturas pavorosas.

Padeció perennes penalidades. Posteriormente perseguido por prestamistas, postergado por puros patanes, perdió paletas y pinceles.

Patente providencia, penosa, pero paternal probación. Pasado penalismo, pudo pasar por poderoso personaje.

Pobre picasso, Pintor preciso, propio para pintórricos panberes.



BOTANICA SANTA BARBARA

La mejor y con el mayor surtido en todo lo relacionado con la religion. El Espiritismo y la Santeria Afrocu-bana.

- Imágenes de santos Importados de España e Italia.

- Estampas - oraciones y novenas de Mexico. Biblias - Rosarios - Medallas. Velas de 7 y 9 dias para el santo de su devocion. Velas de cera de abejas (beeswax). Libros espirituales de Allan Kardec. Libros de sueños y ocultismo. Perfumes exoticos - aceites espirituales.

- De Puerto Rico tenemos la Piedra de Eman y la piedra de el Rayo. Baños y despojos. Un surtido completo en inciensos.

- De Egipto tenemos el famoso Escarabajo de la Suerte y aceties preparados por los sacerdotes en las pirámides.

"Garantizamos seriedad honestidad y el mejor trato para nuestros clientes."

Telefono 998-0648
791 So. First St., San Jose

LA GRAN CIUDAD

por FRANCISCO J. ORTIZ

Muy noble e insigne muy leal e imperial ciudad de México.

México a de figurar como nación próspera dueña de sus destinos y diseñada para que su pueblo disfrute en paz el bienestar social en que el símbolo es el hombre entendido como unidad de espíritu social nacional.

En el Valle de México los siglos se representan en el vuelo de un águila y de la hiriente planta del nopal.

Muchas habian de ser las épocas y muchos los diseños que caracterizan al gran valle.

El águila levanto su vuelo y no fueron suficientes las espigas del nopal, nació un nuevo fuego y surgió una nueva traza, la ciudad ya no florecia en sus canales, piedra sobre piedra fueron levantados templos y palacios se tejieron puentes y se levantaron muros, nació una nueva raza dentro de una arquitectura distante.

La ciudad se fue extendiendo en un imperativo geológico, la presencia majestuosa del Popocatepetl y del Iztahuziatl, volcanes que son centinelas y que guardan secretos del subsuelo caprichoso.

Desde 1969 México a entrado a una nueva fase, heredera de tradiciones que es monester guardar joven y audaz, tuvo necesidad de afrontar problemas que se habian ido posponiendo porque la ciudad crecia de una manera desorbitada y anárquica.

Uno de los problemas mas grandes de resolver fue lo que al transito se refiere, si se tiene en cuenta de que en el Distrito federal la circulacion es de más de un millon de vehiculos diarios.

Aquí surgió el nacimiento de el metro,

belleza técnica e imaginación y se inició la obra magna con problemas candentes que fue afrontando en verdaderas proporciones.

Un jueves 4 de septiembre la Ciudad de México se convertía en la 39aba ciudad del mundo que cuenta con un tren subterraneo y recibía conocimiento mundial por haber construido un metro en tiempo record en el subsuelo estimado por el congreso mundial e mecanica de suelos como el más difícil del mundo.

Esta costosa obra vino a resolver uno de los numerosos problemas de al Gran Ciudad.

Actualmente el metro cuenta con estaciones totalmente capacitadas y artisticamente decoradas para el uso y comodidad del público capitalino.

La instalación del metro modificó la rutina diaria de la desorbitada capital quien aceptó el servicio rápido cómodo y seguro tomándolo como medio de transporte.

Y para el resto de los Estados de la República Mexicana el metro representa un orgullo Nacional.

From all of us at

El Ecéntrico

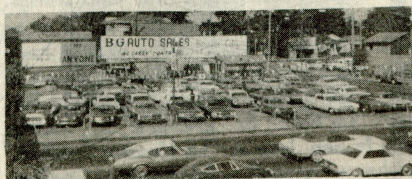
to each of you

a sincere wish

for a very

HAPPY NEW YEAR

B & G AUTO SALES



Aquí Su Credito es BUENO — We Carry Our Own Contracts

Tel. 295-7601

698 S. FIRST ST.

SAN JOSE

Open Letter From Ramon "Tiny" Contreras

EL EXCENTRICO Magazine
274 Terraine St.
San Jose, California 95110

I am a 39-year-old prisoner serving multiple life sentences at Soledad Prison. From my cell, No. 327, I write this letter to the people. I hope to reach out and touch the warm brown hearts of the Mexican people of my hometown—San Jose. I used to live in the east side on Felipe Avenue from 1947 to 1956.

This is not my first time in prison. I first entered the prison system in 1956, for armed robbery at the age of 18. I was paroled from this prison in March of 1959. In November 1960 I was sentenced to prison again for receiving stolen property. During the next ten years I served three different terms at San Quentin (5-and-one-half on my last term). I was discharged from prison without parole in November of 1970. I lived in San Jose with friends. I was arrested in July of 1971 for a series of armed robberies. In October 1971, I was sent back to prison for 10 counts of armed robbery, escape and possession of narcotics. In November I was sent to Folsom Prison to serve 15 years to life. In 1973, I was convicted of a prison murder and sentenced to serve an additional 9 years to life for 2nd degree murder and 5 years to life for assault by a life prisoner —to run consecutive. I did 3 years, 4 months in Maximum Security Units. While in these units I started writing poetry and decided to compile my writing into a book, which I entitled "Moments of Confinement." Its ingredients are factual accounts of my life, and of the prison world. Drugs, violence, and organized prison murder. There are many people out there in the so-called free world that hear little of prison life, its bloody race riots, food strikes, work strikes, and killings.

During the last six years more and more people, especially the Mexican people, have begun hearing about powerful Mexican prison organizations such as "La Mafia Mejicana," "Le EME" or "ENE-EFE" . . . better known in San Jose as "La Nuestra Familia." "La Nueva Familia" — Moments of Confinement" explains these organizations. I have completed "Moments of Confinement" and am ready to publish it. I hope to have the

expense of its printing paid for by private parties. If you, the reader of this letter, are interested and want to help with the success of my efforts, send a few dollars or whatever can you afford to:

Ramon "Tiny" Contreras, B-37399-A
"Moments Of Confinement Fund"
C.T.F. Central-Y-Wing, No. 327
Soledad, California

Dr. Juan De Heras, D.C. OFICINAS QUIROPRACTICAS

Casos de Accidentes Automovilísticos Casa o Trabajo

TELEFONO 249-1244

2351 Forest Avenue San Jose
Directamente atras del
Valley Fair Shopping Center

AL GREENINGER ESQUIRE MOTORS

We have served the Spanish-speaking community for over 31 years
Selling Used Cars of High Quality

Bernardo Cenicerros - Mecanico
Se Habla Español

1574 W. San Carlos
292-5621

HANDYMAN STORES

Need experienced full and part time sales people in various depts. incl. plumbing, electrical, building materials and housewares. Excellent employment benefits.

Call Jean Short,
265-6400 Monday
(An Affirmative Action Employer)

**"Education Is
Our Freedom..."**

Ramon "Tiny" Contreras "The Hottest Prisoner"

By DENNIS ROCKSTROH

Ramon "Tiny" Contreras of San Jose is marked for execution and it's literally driving him crazy.

He left here five years ago and his return address for the moment is Soledad prison.

Officials in the Department of Corrections admit he's "the hottest prisoner" in the state penal system because in December 1972 Contreras took part in the murder of reputed Mexican Mafia chieftian Rudolph Cadenas.

The Mexican Mafia, a California prison gang, has been after Contreras ever since, and officials in Sacramento say the execution contract put out on Contreras will "probably" be carried out eventually.

They (the Mexican Mafia) have a long memory. They don't forget," Earl Muff, a spokesman for the Department of Corrections stated.

Prison officials keep Contreras in solitary confinement and he is moved only with the

permission of the top people in the Department of Corrections, Muff said.

The pressure of prison life and the "sentence of death" is driving him crazy, Contreras told the news media recently. Prison doctors agree and have diagnosed him as a paranoid-schizophrenic.

"Facing one guy is one thing, but facing an organization is something else," Contreras said.

Contreras has been given the grand tour of the state prison system as authorities keep him moving in an attempt to thwart the "contract" to kill him.

"We're doing everything we can to keep him alive," Muff said. "And it's tough. His anxiety is well-founded."

Contreras wants a transfer to Atascadero State Hospital for the criminally insane, but so far officials have turned down his request.

The former San Jose resident was sentenced to an indefinite term in state prison by Santa Clara County Superior Court Judge James B. Scott in 1971. Contreras was sentenced for escape, possession of heroin and armed robbery.

Contreras recently wrote to EL EXCENTRICO and the Mercury to share his plight.

"This is the first time I have ever pre-

ART MARTINEZ MEN'S WEAR

SPECIAL SALE ON SUITS \$69.95
SPORT COATS \$39.95 and up
SAVE UP TO ONE-HALF OFF!

Use our convenient Lay Away Plan. We have two stores to serve you and a friendly staff to assist you. We're open until 9:00 p.m. on Monday through Friday at the Oakridge Mall. Open until 9:00 p.m. on Friday downtown. We accept First National, Master Charge and Bank of America. Come in and see us soon.



DON & GAYLE MARTINEZ

85 So. First, San Jose
293-3236

Blossom Hill Rd.
Oakridge Mall 578-3236

sented a problem to anyone," Contreras said in his carefully-prepared, hand-written 12-page letter.

"I always did my time and kept quiet about how prisons were run, but with all the (deleted) madness and violence in prison . . . I want out," he wrote. He explained that "out" means a transfer to Atascadero where he could rest in an asylum in the old sense.

After the sentence was handed down in Judge Scott's courtroom five years ago, the then 34-year-old San Jose man was taken to Vacaville Guidance Center for a short time before he was transferred to Folsom State Prison.

In July 1972 he was locked up in the prison's isolation-segregation section because he was suspected of being a gang member, Contreras said.

"They suspected I belonged to either the Mexican Mafia or the Nuestra Familia. These organizations are powerful throughout the California penal system, deal in organized prison murder and control of California prisons," Contreras said.

"While in the prison's segregation unit, I was approached by high-ranking members of the Mexican Mafia and was asked to execute a murder contract. I was asked to kill a high-ranking member of Nuestra Familia, a general," Contreras said.

The former San Jose man refused and a contract was put out on him, he said. Prison officials sent Contreras to a maximum security segregation unit at Chino prison.

While at Chino, two prisoners were stabbed one day by Mexican Mafia members and a "general" — Mafia Chieftain Cadena — was stabbed 59 times the next day. Prison officials charged Contreras and two other men with the murder and they were convicted. Contreras received another indefinite sentence. He was sent to Soledad where he was segregated from the general prison population. He had become what officials call "the hottest man" in the California prison system.

While Contreras was in the protective custody unit murders and stabbings took place. The pressure of violence as a constant companion began to affect Contreras' mind.

"This madness had its effect on me, and I was under a lot of pressure because I didn't want to join (a gang)," Contreras wrote.

"Then I had to put up with the prison staff telling me they found a 'hit list' (a list of prisoners to be killed) and my name

was on it," he said.

When he cracked under the pressure, Contreras was sent to Vacaville Medical Center where he was diagnosed as a paranoid schizophrenic.

At Vacaville Contreras asked for treatment for his mental condition which he said was getting worse. "They made a recommendation that I be transferred out of the state of California to Leavenworth, Kan., or Atlanta, Ga., to serve time, but I told them I did not want to go out of state," he said.

Eventually he was returned to Soledad, where he again was placed in protective custody away from the other prisoners — his potential executors.

Since Contreras wrote his letter officials at Soledad reported that a 29-year-old convict, Domingo Rodriguez, became the 18th inmate to be stabbed at the prison last year (1976).

"Not knowing where to start (I am hoping that) maybe you know somebody out there you can send up to this madhouse to visit me," Contreras wrote.

The preceding article originally appeared in the San Jose Mercury.

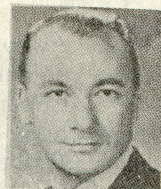


Agencia de Inbuciones

Mission Chapel

Ranchador & Alameda

Se Habla Español



*A. Alan
Alameda*



*Alan A.
Alameda*

*Sirviendo a la colonia desde
1933. Abiert las 24 Horas*

600 S. 2nd St.

293-0073

For the BRIDE , , ,

On Your Most Special Day

WEDDING GOWNS \$39.99 to \$119.99

Gowns for BRIDESMAIDS and MOTHERS of the Bride

Rabins
fashions

We Specialize in Presentations

Open Daily till 9:30 p.m.
Sunday 12:00 to 5:00 p.m.

ALL BANK CHARGES



Tel. 238-2424

323 EASTRIDGE MALL

Upper Level



Imperial Valley California Club held its second annual Kitty Fund Christmas party on December 17th at Blockers Hall in San Jose. Music was provided by Chichero and his Orchestra. In photograph from left to right: Jose Louis Garcia, Loren-

z Mantelon, Henry Sorria, Mr. and Mrs. Joe Duran, Sandra Escobar, Angie Diaz, Alba and Richard Calvillo, Blocker Villalba, Frank and Louise Aguilar, Mr. and Mrs. Eddie Bojorquez, and Mr. and Mrs. De Leon.

El Chaparral Super



1010 E. Santa Clara St.
Tel. 998-8028

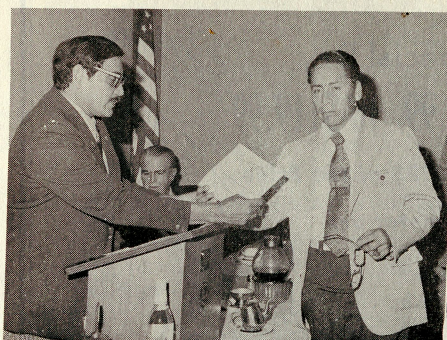
Completo Surtido de Verduras
Carnes Frescas/Products
de Mexico y Sud America

Abiertos 9 am-8 pm y los
Domingos 9 am-7pm

THRIFT Market

910 Spring and Hedding
Tel. 294-9151

LOS AMIGOS LIONS CLUB



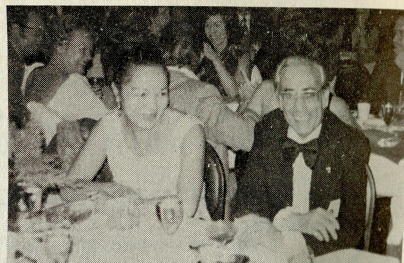
El León Sr. José Monroy recibe del Presidente de Los Amigos Lions Club, Sr. León Richard Gomez, un Certificado de Servicio por su labor profesional como fotógrafo oficial del club y otras actividades durante el año de 1976.



El Sr. Gobernador del Distrito 4-C6 León Tony Pisciotta, coloca un distintivo en la solapa del León Sr. Emilio Alvarez, tesorero del Club Los Amigos, el León Secretario del club Dr. John de Heras observa la ceremonia.



El León Sr. Daniel Holguín recibe la felicitación por su cumpleaños; el Presidente del club Los Amigos también lo felicita.



El León Sr. Don Salvador Rodriguez en compañía de su esposa Alma, durante el baile que se celebró el 13 de noviembre en el elegante Hotel Marriott de Santa Clara.



En la foto de I a D el C. Consul de México en San José, Sr. Francisco Gonzalez Nuñez, Daniel G. Saldaña Charter Presidente de el Club Los Amigos Lions y el Sr. León Don Carlos Troyo, anterior Consul de México en San José. El Consul Troyo fue trasladado por su gobierno para que se encargue del Consulado Mexicano en la Ciudad de Nogales, Arizona. La Sra. que esta sentada es la esposa del Sr. Consul Francisco Gonzalez Nuñez, Sra. Margarita de Gonzalez Nuñez.



La Sra. María Estrada, el Sr. Waldo Estrada del Liceo Cubano del Condado de Santa Clara, en la mesa de honor, acompañan a la señora Carmen de Troyo y al León Sr. Carlos Troyo, Consul de México en San José, durante la cena de despedida que se le dió antes de su viaje a Nogales, Arizona en donde se fue a hacer cargo del consulado en esa ciudad.

DIRECTORY & CLASSIFIED SERVICES

Aqui Encuentra lo Que Busca

**Endorsed by the SAN JOSE MEXICAN
AMERICAN CHAMBER OF COMMERCE**

ANIMALITOS y PAJARITOS PARA NINOS

ANDY'S PET SHOP
1280 The Alameda 297-0840

ARTICULOS RELIGIOUS

BOTANICA SANTA BARBARA
791 So. First Street 998-0648
BOTANICA TACAUI
966 E. Santa Clara Street 287-6949

BAKERY SHOP - PANADERIA

PANADERIA LA SONORENSE
163 Willow St. 286-3767
Augustine Robles y hijos

BARBER SHOPS - BARBERIAS

LA ELEGANCIA—Johnny Torres
1183 E. Santa Clara St. 293-3486

BEAUTY SALONS - SALA DE BELLEZA

JENNIE'S HAIR FASHIONS
680 Willow St. 293-1897

DANCES - BAILES

AMBER ROOM
448 W. Santa Clara St. 292-0869

FOOD STORES - TIENDAS DE ABARROTES

FOOD BOWL MARKET
33rd and McKee Rds.

FUNERAL HOMES - CASAS FUNEBRES

DOWLE & MANRIQUEZ
MORTUARY Lena Manriquez
1066 So. 2nd St. 293-3747

JEWELRY STORES - JOYERIAS

LO MONACOS JEWELERS
2904 Alum Rock Ave. 251-4100

RESTAURANTS - RESTAURANTES

DALE & REYES CAFE
1614 E. Santa Clara St. 923-9962

EDDIE'S MEXICAN FOOD
1179 E. Santa Clara St. 279-9498
(Antes era Chapala Restuarant)
EL PARAISO
Concepcion A. Murrillo
43 Post St. 294-2010

TAILOR SHOP - SASTRERIA

HECTOR'S TAILORING
1177 Lincoln Ave. 293-0561
(Willow Glen)
JOE'S TAILORING Jose Castellanos
35 E. Santa Clara St. 298-2474

TAVERNS - TAVERNAS

EL PASO BAR
606 So. First St. 998-9252
LUPITA'S
600 So. First St. 295-9719

ARROW FURNACE CO.

Componemos, reparamos e instalamos toda clase de calentadores.

Estamos para servirle 24 horas.
Hablamos Espanol Jess Vera
State License 322919 Gerente

We fix, repair and install all kinds of heaters.

We are at your service 24 hours a day.

We Speak Spanish
State License 322919

Jess Vera Manager

14 Almaden Ave. San Jose, Ca.
(408) 294-0537





CHAMBELAN

Crispin Espinoza

*Para celebrar el XV Aniversario
del Natalicio de su hija*

Leticia Haro

*Sus padres Sebastian y Carmen Haro
Tienen el honor de invitar a Ud. y a su
apreciable familia a la*

Misa de Acción de Gracias

El Sábado 8 de Enero de 1977

a las 2:00 de la tarde

Iglesia Sagrado Corazón

Willow y Palm San José, California

Recepción

I.F.E.S. Hall - 432 Stierlin Rd.

6:00 a 7:00 P.M. - Baile 8:00 a 12:00 P.M.

Mt. View, California

(Invitación Requerida)

PADRINOS DE VELACION

Cuca y Quirino Fernandez

PADRINOS DE BRINDIS

Gloria y Alfonso Reyes

PADRINOS DE ROSARIO

Martha y Tani Haro

PADRINOS DE INVITACIONES

Concepción y Antonio Haro

PADRINOS DE MEDALLA

Victoria y Joe Mendoza

PADRINOS DE ANILLO

Carol y Abel Marquez

DAMAS

Hortencia del Alto

Alicia Haro

Rebecca Vásquez

Nena Valle

Silvia Quintero

Juana Nuñez

Consuelo Macias

Doreen Mendoza

Alejandra Perea

CHAMBELANES

Rogelio Torres

Cosme Perez

Larry Vásquez

Daniel Leza

Eduardo Castillo

Aurelio Amezcua

Roberto Vargas

Ron Terrazas

Antonio Perea

JOIN YOUR BANK.

BILINGUAL SERVICE
TIME CERTIFICATES
AMPLE PARKING
SPECIAL MERCHANT WINDOW
FULL SERVICE BANK
DEPOSITS INSURED TO \$40,000

BANCO
de
SAN JOSE

2490 STORY ROAD

MEMBER F.D.I.C.

18th AÑO

18th YEAR

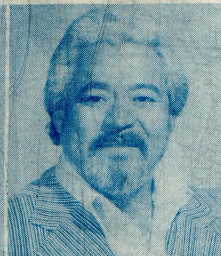
**VENTA DE ANIVERSARIO
HANK COCA'S
FURNITURE
DISCOUNT HOUSE**



Joe Sanchez



Lou Coca



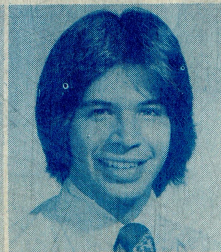
Gilberto Coca



Jose Monico



Babe Coca



Jo-Jo Sanchez



Hank Coca

**18th Anniversary
SALE!**

**HANK COCA'S
FURNITURE DISCOUNT HOUSE**

TELEPHONE (408) 297-9486

**DOWNTOWN SAN JOSE
CORNER OF 3rd & SANTA CLARA
82 E. SANTA CLARA ST.,**