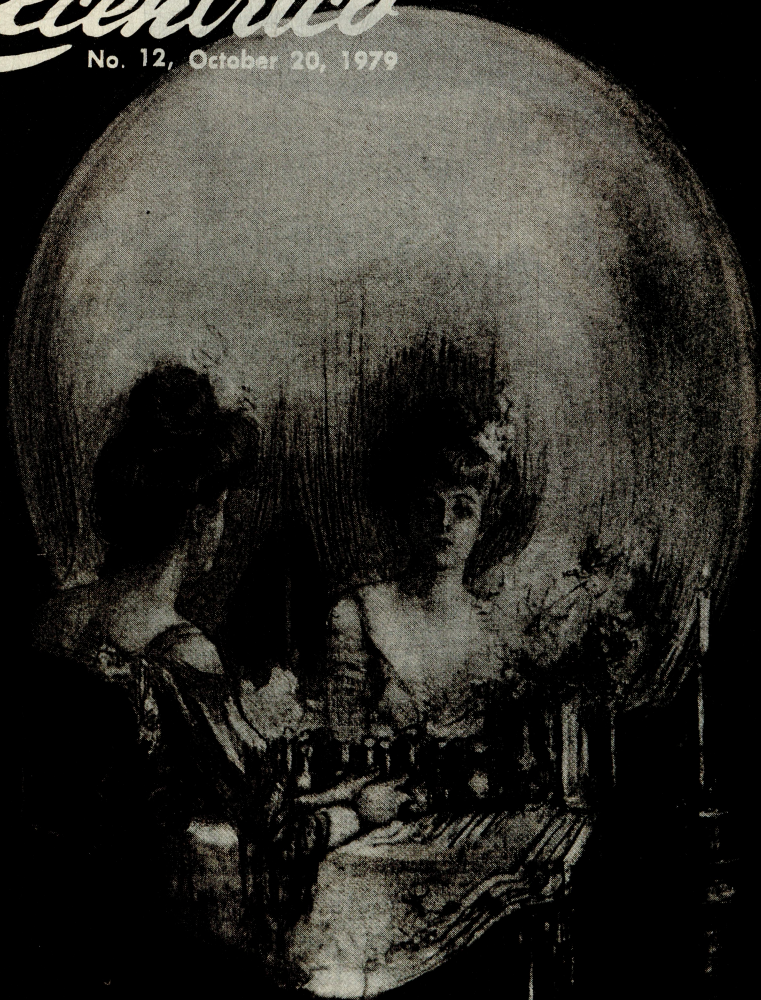
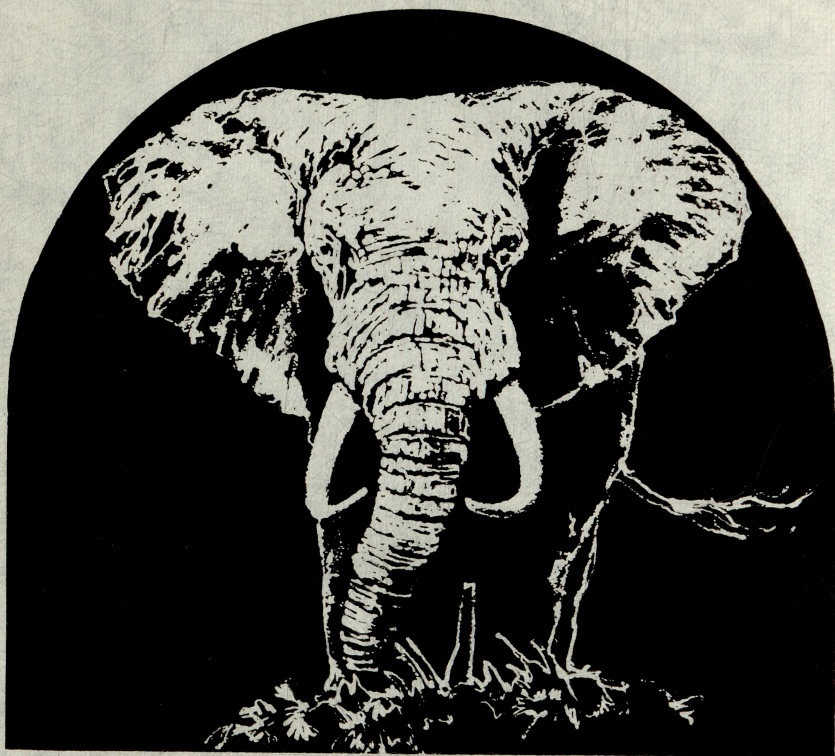


30th Year,
El Excentrico
No. 12, October 20, 1979



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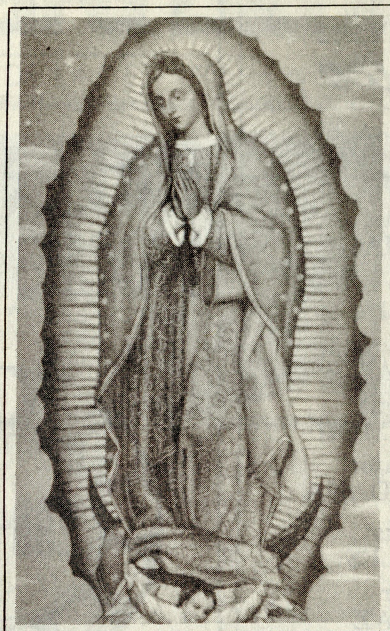
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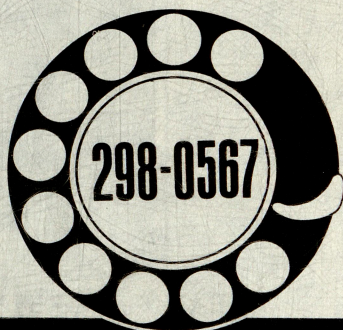
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30th Year, No.12, October 20, 1979

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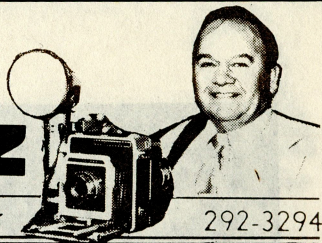


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Richard Diaz

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John Escamilla

Served as shop steward and officer in I.A.M. Local 504. President of I.A.M. Local 562 five terms.

President of District 93, served as a Commissioner, County of Santa Clara E.O.C., Human Relations Commissioner City of San Jose.

Board of Directors, O.I.C., California State Chairman, Machinists Non Partisan Political League, member of National M.N.P.C. Committee.

Business Representative for the Machinists.

Virginia Muir Hirsch

From the Pennsylvania coal mines, came into the labor movement as a school girl leafletting for the newly formed CIO.

- Union member 34 years.
- Editor, "The Slavic American," member NLG.
- Organizer, UOPWA, New York.

— Organized two offices for OPEU No. 29, San Jose.

— In early years of UFW, moved to Delano to help organize its legal department, as well as produce "El Malcriado," UFW's newspaper.

— Co-author of "Our Badge of Infamy," a formal petition to the United Nations protesting treatment of Mexican immigrants and against police roundups and deportations.

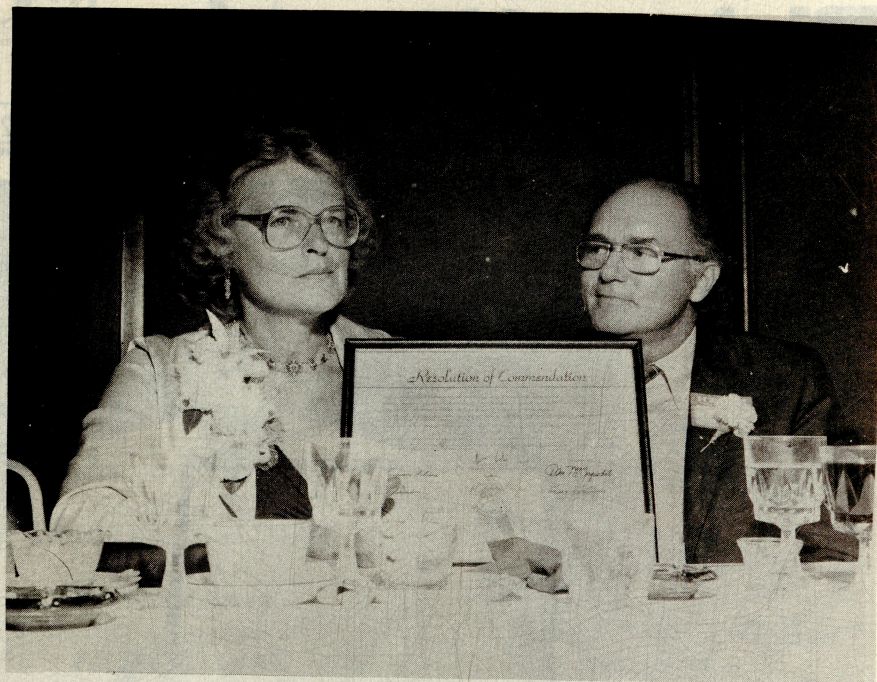
— Past and present activities:

Delegate, Central Labor Council.

COPE, MAPA, Community Alert Patrol, Emergency Committee to Defend Democracy in Chile, United People Arriba, Labor Action Committee, Citizens Committee for Salt II, WILPF, CORE, Nacozari Miners Support Committee, Santa Clara Coalition to Overturn the Weber Case, CLUW.

— Advocate in Arbitration of Grievances, Retail Clerks, Local 428.

— Mostly am behind the typewriter, mimeo and offset press working for those issues important to me . . . where I'm most comfortable.



Virginia Muir Hirsh

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Daniel Saldaña

El Sr. Jim Dominguez, que por más de diez años fue Gerente Tesorero de Libbys Western Region Employees Credit Union, se separó de la Unión de Crédito de Libbys de los trabajadores de canerías, para asociarse con la prestigiada firma H. M. S. Development Inc. Maxwell Realty Services, donde el Sr. Dominguez se encarga de la administración de propiedades en general; renta de propiedades, compra venta, mantenimiento, intercambio y todo lo relacionado con la administración de bienes raíces, contabilidad y reportes de income tax.

La gran experiencia y los conocimientos de Jim le son de gran utilidad a sus clientes, especialmente a los hispano parlantes, entre los que tiene muchos amigos.

Jim es miembro de muchas organizaciones cívicas, sociales y de servicio. Sus oficinas están localizadas en Golden Pacific Building, 1245 S. Winchester Blvd., Suite



problemas con sus propiedades y con todo gusto les ayudara a resolver esos problemas.

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Jim Dominguez pone su esfuerzo y sus conocimientos a servicio de su extensa clientela y gran número de amigos.



Daniel Saldaña, John Schroeder, Iola Williams, Dr. Juan de Heras,

Julian Perez, Steve Chávez.
(Biblioteca Latino Americana)

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Día de los Difuntos

por KARL R. BERNARD



Una de las festividades necrológicas mas grandes y multitudinarias de la historia, que celebra la religión Católica, ha sido y es la fecha del 1ro. de Noviembre, como el día en que, los que sobrevivimos, rendimos tributo a los seres queridos que partieron al MAS ALLA.

Todas las gentes de todas las razas, sin distinción de conductas sociológicas o morales, ricos y pobres, van rumbo al cementerio a depositar un recuerdo, una flor o una oración, en la tumba de los seres queridos, haciendo remembranzas de su paso por esta Via-Crucis de la vida, que despues de transponer la cima del Gólgota, conduce a las almas a la eternidad. El carácter social de estas ceremonias, que se repite cada año, es una expresión del peregrinaje, verdaderamente religioso-psicológico común que invita a la meditación; a la interpretación del espíritu, en relación con la conducta humana; el análisis de la versión evolutiva de la vida en todos sus aspectos; a la reconsideración de las reservas del Alma,

para que la escena de este mundo sarcástico cambie en su esencia, en su profundidad, en su magnitud y en sus criterios, nuestra impropia forma de vivir como seres humanos.

Los muertos descansan en Paz en sus tumbas, recibiendo el mensaje de nuestras oraciones, que van envueltas con el noble dolor y la piadosa tristeza de nuestros sentimientos, mientras sus espíritus, vuelan a la Mansión Celeste del Eterno Creador, buscando la reconciliación con el Ser Supremo, identificando su existencia metafísica, en mudo dialogo con DIOS.

Nosotros, la materia viviente, los que llevamos en el rostro los conflictos del drama cotidiano; los que elevamos una plegaria con voz estentórea para ser escuchados por la Mater-Dolorosa; nosotros, los que vemos pasar la procesión interminable del desconcierto, de las inquietudes, de las trágicas problemáticas del mundo, estamos Aquí, espectadores de ese final misterioso, inevitable, intransferable e inexorable de la muerte.



ELEGIA

Silencio !. . . Silencio en los campos.
 Silencio !. . . en las tumbas.
 Silencio !. . . en las almas . . .
 Mi alma lleva una carga trieste,
 por la ausencia del viento,
 de la lluvia y de su canción dormida . . .
 Flota el espectro de la tierra inerte,
 picoteada por las nubes vigilantes.
 El rayo se sostiene en la tormenta de su melancólica dolencia! . . .
 Olas de sombras !. . .
 Trámulas lágrimas, ruedan por doquier.
 Ecos de agonía entre las sombras !. . .
 El mundo llora !. . . Las playas gimen !. . .
 Mas yo, he visto la Luz !. . .
 La Luz silenciosa.
 La Luz del mañana, después de la muerte !. . .
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 Al escuchar tu apacible oración!

Karl Bernard

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PACE is a new community action project of the Santa Clara County Health Department. Its aim is to help people understand more about alcohol and its effects. For speakers, information or our new free brochure — **PACE ... You Make The Decision**, call or write:

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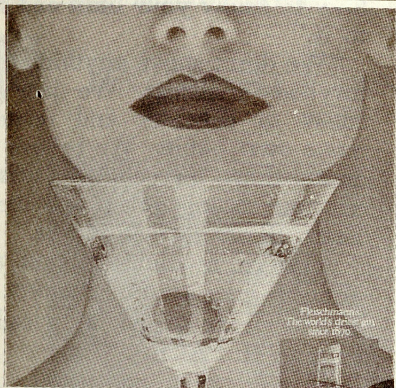


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Project PACE



Only a dozen people had gathered when Orlando Ramirez was scheduled to give his talk on prevention of alcohol abuse at a Gilroy senior citizen's center this summer.

He had been invited to address the group's 70 members at a regular meeting, but when his speech was announced the response was disappointing.

Bridge games, conversations and bingo games continued.

So Ramirez decided to start his talk anyway.

He passed around a sheet titled "What Do Yop Think?" The sheet asked for participants' opinion on drinking.

The seniors began voicing their opinions about drinking. Soon more and more comments could be heard from around the room. The other group members began to leave their conversations and games and filter into the main group.

By the middle of the session 67 people were actively talking about their opinions on drinking and their drinking experiences. Ramirez had to quiet the group down so that everyone could be heard. The discussion continued long after Ramirez had finished his talk.

This success story is a favorite

of Orlando Ramirez, a health educator with Project PACE. The project, whose initials stand for Prevent Alcohol Abuse through Community Education, is part of the Santa Clara County Health Department's Bureau on Alcoholism and Drug Abuse, headquartered in San Jose.

The project, under the direction of coordinator Colleen Peyton, helps people who are not problem drinkers avoid developing a problem with alcohol abuse. It doesn't focus on people who already have drinking problems, she said.

Ramirez, 27, a lifelong East San Jose resident, is one of four health educators in the year-old project.

He gives presentations in Spanish to groups throughout Santa Clara County, most recently in Gilroy and Morgan Hill.

The other three health educators, Nadine Fralick, Susan Enelow and Joanne Antonopoulos, concentrate on English-speaking groups in the South County and in other locations in Santa Clara County.

In addition to groups of senior citizens, Ramirez has spoken to migrant camp workers, job training groups, high school classes, youth groups and at housing projects.

All PACE presentations are given at no cost to the group, he remarked.

A graduate of Overfelt High School in San Jose and the University of Santa Clara, Ramirez worked as a teacher's aide and instructional aide and resource person in Milpitas and San Jose schools before joining Project PACE.

He is an accomplished folk dancer with a special interest in the dances of Mexico and has traveled widely in that country.

While at the University of Santa Clara, he helped to set up the university's first bi-lingual tutorial program for Spanish-speaking students. "This was in 1970 and 1971, and we worked with students on a one-to-one basis, helping them to complete with English-speaking students while holding onto their Spanish language background."

Programs such as this have since spread to other schools and colleges, he said, and are now done on a much larger scale, with heavy federal funding and administrative support.

"Because Project PACE is so unusual, people tend to confuse us with groups that concentrate on alcoholism. We're trying to get to people to prevent alcoholism."

"About two-thirds of the population drinks," he commented, "and what we're trying to do is to offer recommendations on drinking sensibly. We give tips on how to say no when you don't feel like drinking, how to offer alternative beverages when you throw a party, how to talk about drinking with your children, how alcohol affects business and workers and

how to know your limit and stick to it."

"We don't shove anything down anybody's throat. We just give ideas to consider and relate to your own habits. We believe that if it's there for people to consider without being pressured, they're more likely to look into it."

"We're available almost any-time to give a talk," Ramirez emphasized. Just give us a call at (408) 280-PACE.

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DAY OF THE DEAD



"DAY OF THE DEAD" ARTIFACTS AND MEXICAN FOLK PAINTINGS TO BE EXHIBITED AT THE TRITON MUSEUM OF ART

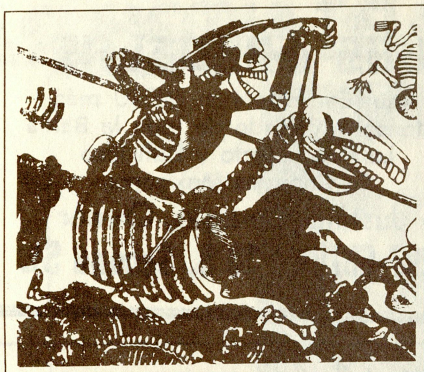
An extensive showing of Mexican folk paintings and artifacts of the Mexican Day of the Dead observance will be on display at the Triton Museum of Art from Sunday, October 28 through November 25, 1979. The exhibits will feature authentic works by Mexican artisans along with photographs and crafts which depict the Day of the Dead celebration, a Mexican holiday similar to the Catholic All Souls' Day or Halloween.

The Day of the Dead exhibition will be accompanied with a catalogue, *The Day of the Dead: Tradition and Change in Contemporary Mexico*, written by Triton Museum Director Joanne Farb Hernandez and Professor Samuel R. Hernandez. As the result of a three year field study through

the richness and vitality of the art of the Day of the Dead, while placing it in an art historical/folkloristic perspective in regard to pre-Columbian art, beliefs and customs. The exhibition and catalogue is funded in part through a grant from the Mervyn's/Dayton Hudson Foundation.

There will be a festive opening reception, also open to the public, on Sunday, October 28, 1979, at 2:00 p.m. Mexican style hors d'oeuvres will be served and entertainment will be provided by the ballet folklorico Los Lupenos, who will perform indigenous dances particular to the Day of the Dead ceremonies, and Mariachi Los Rancheros, who will perform acoustical Mexican music.

The Triton Museum of Art is located at 1505 Warburton Ave. in Santa Clara across the street from City Hall. It is open free of charge Tuesday through Friday 12:00-4:00 p.m., and Saturday and Sunday 12:00-5:00 p.m. For further information call the museum at 248-4585.



ABOUT THE DAY OF THE DEAD

In Mexico, as in other parts of Latin America and the world, special calendrical days are set aside to honor the dead on an annual basis. This observance, which dates from pre-Columbian times, has become known as the Day of the Dead, *El Día de los Muertos*. A holiday similar to Halloween, the contemporary celebration is the result of a merging of ancient Indian (probably Toltec) beliefs, practices and imagery with the rituals of the Catholic Church on All Saints' Day (November 1) and All Souls' Day (November 2).

The death motif has been used extensively since the pre-Columbian era, and has included carved stone skulls on temples and statues, and skulls carved out of rock crystal or finely inlaid with turquoise and gold. Although at first this may appear to be somewhat macabre, an examination of the Mexican world view in which life is viewed as being inextricably bound with death makes this frequent representation understandable. Death and life were believed to be no more than "two sides of the same reality;" a graphic representation of this is the Tlatilco ceramic figure (Pre-

classic, Central Mexico) in which half of the body is plump and alive, and the other half is skeletal.

The majority of the food items and artifacts that are produced especially for the contemporary Day of the Dead celebration are often included in ofrendas or altars, which are erected in homes, businesses, cemeteries and other public places. These altars serve as a focal point to honor and remember either specific dead, be they one's parents or a public figure, or as a general observance for all. Many ofrendas are constructed with a simple wood or bamboo and wire armature, and they are always adorned with flowers, especially the yellow marigold *zempasuchitl*, the traditional pre-Columbian flower of the dead. In addition to the flowers, fruit, "bread of the dead", pictures of the Virgin and various saints, sugar skulls, chocolate, paper cut-outs with skeletal and/or religious imagery, photographs of the dead, and candles adorn the ofrendas. For children, toys, and for adults, their favorite foods and items they used or loved in life such as a favorite hat, are also added. An entire meal, often including tamales and mole, is laid out in front of the altar for the dead to eat. The souls are believed by many to only take the smells and tastes from the food in the ofrenda, so the next day the food is presented to friends and neighbors or given to beggars; it is always eaten, but never by the family that prepared it. The ofrendas are erected for a short time period—probably one and a half to two weeks at most—and very soon after the celebration is over they are dismantled and most of the parts discarded.



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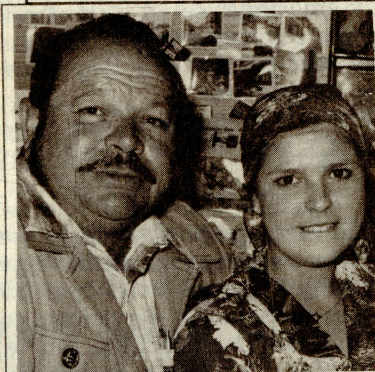
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LEUKEMIA TELETHON



Mr. Luz Cadena, lost his daughter Leticia Cadena earlier this year to the dreaded disease Leukemia. The loss was financially and emotionally devastating. The medical costs soared to \$265,000 throughout Leticia's battle with the disease. Realizing the importance of research, Luz decided to continue supporting The Leukemia Medical Research Society, by becoming the organized of a Telethon/Radiothon. With the help of radio stations in the Salinas/Watsonville area and Gil Cables' Channel 2B. To be aired November 10-11, 1979.

Originally the Telethon/Radiothon was concentrated on the Salinas/Watsonville area but, with the help of concerned individuals like Rudy Galvan of San José and

Al Rodriguez of Radio KAZA, the Telethon/Radiothon will be heard if not seen in our area beginning on November 10th at 6:00 p.m. and going through November 11th around 7:00 p.m. Rudy is looking for groups, bands, singers, mariachis in the area interested in performing for the Telethon. For more information call Rudy at (415) 259-2707.



Channel 2B is represented by John Boran, who released this message to the public, "I am taking part in the Telethon/Radiothon for Leukemia Medical Research because Leukemia has touched my life twice through friends, so I believe this Telethon/Radiothon will increase the research monies needed so a cure can be found."



RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

Publisher/RUDY BELLOUMINI

LOS DIEZ MANDAMIENTOS DE LOS BUENOS NEGOCIOS

- Un cliente es la persona más importante en cualquier negocio.
- Un cliente no depende de nosotros—nosotros dependemos de él.
- Un cliente no es una interrupción a nuestro trabajo—el es el propósito de ello • Un cliente nos hace un favor al llamarnos—y
- Un favor al servirlo. • Un cliente es parte del negocio—no es un extraño.
- Un cliente no es una fría estadística—él es un ser humano de carne y hueso, con sentimientos y emociones como las nuestras.
- Un cliente no es alguien con quien discutir o con quien igualar razones. • Un cliente es una persona que nos pide lo que necesita—es nuestro trabajo llenar esas necesidades.
- Un cliente merece el más cortés y atento tratamiento que le podamos dar. • Un cliente es la sangre y vida de éste y de cualquier otro negocio.

Estos comerciantes, profesionistas y hombres de negocios, han expresado su interés en servir a la comunidad de habla Hispana del Condado de Santa Clara. Ud. debe recordarlos cuando necesite obtener sus productos, mercancías o servicios.



RUDY BELLOUMINI

Consulte Ud. de Directorio-Guia de mercancías y servicios con entera confianza y con la seguridad de que las personas que ofrecen sus mercancías, servicios o conocimientos profesionales, son responsables, lo dejarán satisfecho y le harán precios razonables cuando Ud. trate con ellos.

Su lema es: Tratar bien a los clientes y ellos recomendarán nuestro negocio a otros clientes.

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

En El Directorio Hispano aparecen los comerciantes, profesionistas y negocios de servicios, que

Esta Guia llevará a los consumidores con aquellas personas que les daran el mejor trato, la mejor mercancía, los mejores servicios los mejores precios. estan interesados en servir a la población de habla Hispana, usando el Directorio para informar al publico el tipo de negocio, la dirección y el teléfono.

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

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Fry's Shopping Center 279-1489

SASTERIAS - TAILORS SHOP

HECTOR'S TAILORING SHOP
Hector Hernandez, Prop.
1177 Lincoln Ave. 293-0561

TELVISORES - TELEVISION

DANIEL'S TV REPAIRS
Dan Martinez, Prop. 259-5172
16 S. White Rd.
(Near Alum Rock Ave.)

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

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 - Fuera de la Pulga - Esquina de las calles Berryessa y King Rd.
- Mayoreo y Menudeo 272-0596

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- Puesto situado en Milpitas-Alviso Rd.

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MI DESPACHO -

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Lynwood, Ca. 90262
Telefono: 213/564-6962
620-6256

GUADAJALAJARA, JAL.

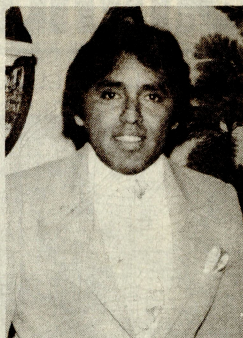
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COMMUNITY EVENTS



BY RUDY G. BELLUOMINI



"Los deseos del joven muestran las virtudes futuras del hombre." — Cicerón. The desires of youth is a living proof of the future virtues in a man. (O dime con quien andas y te diere quien eres.)

Introducing the OLIVAREZ ROYALS Baseball Team sponsored by Manuel Olivarez, prop. of Olivarez Place, located right across from Pink Elephant Market on King Rd. The Royal Philosophy, according to them, "is to enjoy a Sunday family outing first and secondly win every game if possible, to instill the Philosophy, to involve each one's afmily, including the wife, and all the children y la "Porra" (?) on Sunday activities. And lastly, to

partake of "Carnitas" at a picnic hosted by Mr. Olivarez." Not too long ago, Señor Olivarez honored the Royal Clan with a "Carnitas Picnic" just for attaining the Divisional Championship in the Mexican American Slow Pitch League with a record of 14-5, thereby participating in the play-offs. Pictured from l-r kneeling: Fernando Castillo, Jose Loera, Ignacio Rodriguez, Lucio Perez, Joe Alarcon y Apolinar Perez. Back row l-r: Ernesto Cruz, Aurelio Perez, Chacho Flores, Manuel Torres, Francisco Sanchez, Salvador Baquera, Pedro Perales y Jesus Ontiveros. "La virtud del hombre no debe graduarse por sus esfuerzos, sino por su conducta ordinaria."—Pascal.



GRAN PEREGRINACION GUADALUPANA

AMIGO TOURS invita a Uds. a participar a la Gran Peregrinación Guadalupeana y a revivir la ruta que el Papa Juan Pablo II recorrió durante su reciente visita de México. Si Amigos! . . . Unanse también Uds. al grupo de peregrinos que AMIGO TOURS y MEXICANA DE AVIACION conducirán a la Ciudad de México el día 10 de Diciembre. Habrá una misa especial el día 12. Además tendrán paseos por la ciudad y los alrededores. Precios desde \$285.00 asegurarán su satisfacción. Los precios incluyen boleto aéreo desde San Francisco de viaje

redondo, hoteles de primera por cuatro noches y muchos extras más. Aproveche también la oportunidad para hacer sus compras navideñas en México. Para mayores informes llámenos por cobrar al (415) 421-8105 en San Francisco y entérese de todos los detalles, o escribanos a:

AMIGO TOURS, INC.
166 Geary St., Suite 609
San Francisco, CA 94108



CHICANA COALITION of Santa Clara County is having their first Installation of Officers dinner to be held on Friday, Oct. 26th at Lou's Village. Guest Speaker Gloria Molina, HUD Regional Director in S.F. will speak on Chicana Affairs, TV celebrity, Isabel Duran of Ch. 2 will MC. New officers to be installed are Bea Robinson, Presidenta; Delia Alvarez, Vice-Presidenta; Anita Duarte, Tesorera y Linda Jones, Secretaria.

MARISCOS INDA

Mexican Food/Sea Food

ALMEJAS OSTRONES

Jugo De Camaron

Coctel De Abulon

Pescado

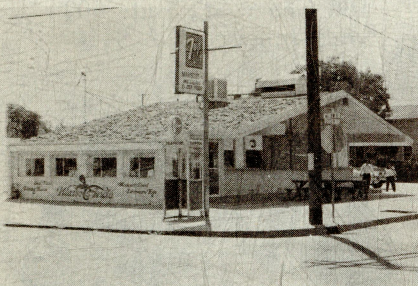
Sun-Thurs

11-11:00 P.M.

Carne Asada

Fri. and Sat.

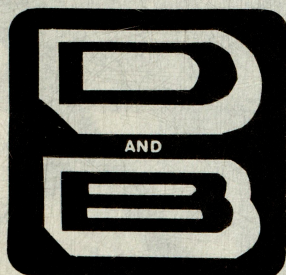
11-3:00 A.M.



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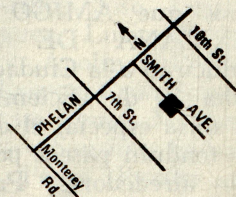


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Bart M. Cortez

El Sr. Bart M. Cortez nació en Santa Paula, Ca. Su padre trabajó en el campo, su madre se ocupaba de los quehaceres domésticos. Bart hizo sus años escolares de primaria en Santa Paula y también recibió su diploma de High School. La familia se radicó en San José, Ca. y Bart entró a estudiar en San José, Technical School donde también recibió su diploma. Al salir de la escuela trabajó en la Agencia Dodge aquí en San José, un año después se separó de la Agencia y estableció su propio negocio, un taller mecánico; en 1947 amplió su negocio agregando taller de carrocería y compra venta de automóviles. Este negocio está establecido en el número 525 de la Ave. Auzerais, el nombre de la negociación es Cortez Auto Sales & Service.

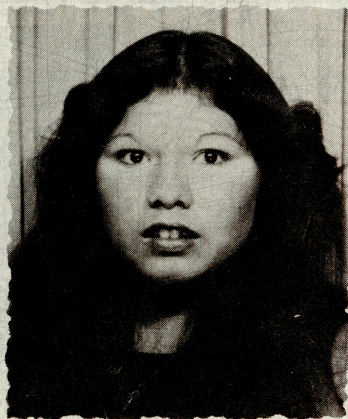
En 1960 Bart tuvo dificultades familiares que lo hicieron cerrar su negocio, obligándolo a la quiebra económica y moralmente; algún tiempo después pudo conseguir un préstamo bancario por la cantidad de mil dólares; volvió a abrir su taller y empezó a luchar nuevamente, logrando encarrilar su negocio que ha prosperado gracias a su dinamismo y energía.

En 1971 se casó con la señorita Martha Quiñones que ha aumentado la familia dándole dos hijos, Bart de siete años y Frank Q. de cuatro años, así el Sr. Bart Cortez ha formado una familia feliz, su esposa Martha le ayuda en el negocio y muy pronto Bart y Frank le ayudaran también.

El Sr. Cortez tiene cuatro hermanas y tres hermanos, ellos son: Aurora Vidales, Tomas Cortez, Margarita Ibarra, Beatriz Ramos, Frank Cortez, Jr., Pedro Cortez y Dolores Robello.

Bart Cortez ha sido cuidadoso de sus deberes como ciudadano y ha participado en las campañas políticas cumpliendo sus derechos cívicos. También ha tomado parte en muchas organizaciones y proyectos en favor de la comunidad, pero por su tiempo limitado no le es posible pertenecer a todas a las que lo han invitado, a pesar de ello, es miembro de algunas de ellas.

Le pedí al Sr. Bart M. Cortez que me hiciera favor de darme un mensaje para la juventud y me contestó: Sr. Saldaña, yo aconsejaría a la juventud que respeten a sus padres, que los obedezcan y que también sean respetuosos con las personas mayores.



*To celebrate the 16th Birthday and Presentation Mass
of their daughter*

Estella Cooke

*Mr. and Mrs. Albert and Rachel Cooke
request the honour of your presence at the
Presentation Mass*

On Saturday, October 27, 1979, at 1:00 P.M.

Saint Maria Goretti Church

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ESCORT/Tommy Orosco

ART MARTINEZ



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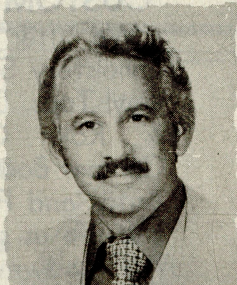
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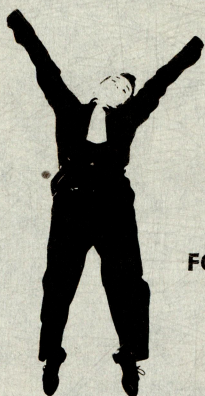
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