Electrico (29th Year, No. 16/November 20, 1977)



In Memoriam

Humberto Garcia, Sr.

Founder and Publisher of El Excentrico Magazine
August 13, 1917 - November 18, 1974



!EL GIGANTE DE LAS SUPERMARKETS!

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



Richard Diaz



ELFOTOGRAFO DE LAS ESTRELLAS INTERNACIONALES *** 292-3294



1962

Quinceañera Sonia Alicia

1977



Celebrating a ghoulishly delightful Halloween Party at

de- Blocker's Hall, were all these at Typically frightful souls.



Introducing Rachel Garza, singer of Rancheras. She hails from San Salvador and is fast becoming a favorite in the area. Her femininity, her doe brown eyes and the immense impact of her talents will lead her in only one direction . . . up the road of success. Don't forget her name, Rachel Garza, you will be hearing it more and more.

JI N

DOWNTOWN

JIM'S "LONG HAIR

"LONG HAIR OUR SPECIALTY"

JIM GARCIA

- DAVE SHANK
 - PAUL LUCERO

Hairstyling

- . MEN & WOMEN BLOWER CUTS
 - . BODY WAVING
 - . HAIR STRAIGHTENING

FOR APPOINTMENT CALL

293-2747

123 S. 3rd, San Jose



Humberto Garcia, Sr. Founder 1949 to 1974

Publishers/Editors
Bert Garcia/Marc Garcia

Managing Editor Therese Beaver

Advertising Manager
Joe Marquez

Production Supervisor Manuel Fernandez

Production

Angie Diaz Bob Fain

Photographer Richard Diaz

Public Relations Rudy Belloumini

Contributing Editors

Steve Costella Luis G. Juarez Maria de la Luz Tony Saeñz Daniel G. Saldaña Jesus Orosco

28th Year, No. 16/November 20, 1977

Contents	Page
Richard Diaz	3
Kharis G. Avril	7
Luis Juarez	/11
Maria de la Luz	15
Rudy Belloumini	19
Dahiel Saldaña	23
Escobar/Solarez	27

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

Dr. Ivan T. Hendren



Tel. 258-1615

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. higado, 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 dirije 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 cientificos quiropracticos. 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

AGENCIA de PROPIEDADES



VENTA DE CASAS

Todas Clases - Todos Tamaños A todos Precios!

LLAME HOY MISMO

JOSE J. ALVARADO

297-1339 1190 E. Santa Clara St.





INTERIM ELECTRONIC NOVELTIES

BREAK AWAY FROM THE HUMDRUM AND CHOOSE THE UNIQUE GIFT FROM OUR MANY FINE SELECTIONS DIGITAL WATCHES -FROM \$8.95 AND UP **ELECTRONIC CIGARETTE** LIGHTERS -LIFETIME GUARANTEE VIDEO GAMES - THRILLS FOR THE ENTIRE FAMILY AVOID THE RUSH -BUY NOW -EASY LAY-AWAY PLAN COMPLETE DIGITAL WATCH REPAIR

72 South 1st Street 408/292-3134



AUGUSTIN P. VILLALOBOS 842-5451/842-6054

AUGIES RESTAURANT

WE SERVE ALL KINDS OF MIXED DRINKS - WE ALSO SERVE MEXICAN & AMERICAN FOODS, ALSO TO GO

AUGIES LOUNGE

7387 Monterey, Gilroy, Ca.

7383 MONTEREY GILROY, CA. 95020



Roberto G. Barraza

Reliable Realty



Call for an appraisal; no obligation
Ask for Roberto, who will work hard to give you
Honest Service; VA, FHA & Conventional Loans Available.

3844 Moorpark Ave., No. 4 San Jose, California

408/371-1286; 249-5602 Day/Night

PUNCH BOWL



KHARIS GLORIA AVRIL

HULLO LUV! HOLA CA-RINO! HI! ALLO, ALA, como va la cosa . . .

THE EARTH

One of the astronauts that journeyed to the moon described it in these words:

"In the whole universe, wherever we looked, the only bit of color was back on the earth. There we could see the royal blue of the seas, the tans and browns of the land, and the whites of the clouds.

It was the most beautiful thing to see, in all the heavens. People down there don't realize what they have."

VOYAGER 2 is taking a present to whom it may concern: a goldplated phonograph record, designed to last a billion years, with all the "hollo luv, hola carino, alo, allo" of the Punch Bowl.

Greetings and good news from earth in 55 languages. The whistle of a train, the cries of a new born baby and a new born president, the sounds of the earth's animals. All together it equaled 110 minutes of sounds from the sunny side of this planet.

Yet it didn't include a sound of the explosion of the atomic bomb, commercials in TV, and the cries of protest of the countries of the



VOYAGER 2

For a while its booms were shaky. A faulty computer memory -he is only human-and the malfunction of one of three gyroscopes-was taken care of, and away it went, to say hello to Jupiter and Saturn.

Third World - the rattling of chains all over the world.

Voyager took off for the blue yonder from Cape Canaveral in Florida. Its mission is to send back information from outer space, maybe it tells us about a new place to live.

Speaking of Real Estate . . . The real estate salesman contacting Mexican - Americans at homes, a bunch of years ago, told my sister, Yolanda, that he had two terrific property lots for sale.

Very cheap, too!

My sister asked him the standard pertinent questions:

Was the property close to schools? It was.

Was a drive-in theater nearby?" "Yes, ma'm!

Trees, shrubs, pavement, water, electricity? All of it, and besides the property was very close to a shopping center, transportation, and very near a theater that showed Mexican movies.

She bought the two lots, and furthermore she still owns them. She has refused to sell them, althought the property has increased in value a thousand times fold!

However, she hasn't put too much on them!

They are cemetery lots! LIGHT

The night has a thousand eyes,

The day but one;

Yet the light of the bright world dies

With the dying sun.

The mind has a thousand eyes, and the heart but one:

Yet the light of a whole life dies

When love is done.

F. W. Bourdillon

AND YOU MAY BET YOUR LIFE, AS Broucho Marx would say, THAT THIS LOVE WAS DONE TO A CRISP TOAST!

This poor chamaco, with heart of gold filled with love, left Mexico City to work in Los An-

geles.

In Mexico, the city of palaces and eternal spring, he also left his novia-sweetheart, and fianceecount only one, you, dum-dum!

Sacramento Hernandez Montes sent money regularly to Estefania, to save, not for a rainy day, but for their wedding.

The last check he sent was for

a \$1,000.

A few days ago he returned home, and the first thing he did was organize a serenata for Stefania.

Next thing we see is Jose and the mariachis, by the window of this casita in the barrio of Santa Julia.

As they were playing "Besame, Besame mucho," an angry hombre may macho and muy grande, brandishing a black revolver, screamed from the window:

"Para quien diablos es la serenta, bola de . . .?" -Who's the serenade for, you bunch of . . ."

"Para mi noviecita hermosa Estefania, papacito" - "For my lovely sweetheart, Stefania, Dad."

That's when poor Jose got shot in his chest . . . bullets were raining all over and the mariachis ran for their lives . . .

Pablo Mercado Diaz, the pistol packing, was the husband of Ste-

fania.

Apparently they just had gotten married, with the money Jose sent the girl to get married. She didn't say to whom, and that was the misunderstanding!

As you can see, Stefani's mind had a thousand eyes, and poor

Jose's heart but one!



"That yellow scum on top happens to be Hollandaise sauce'.



ISMAEL "Vic" ZAVALA Owner

ISMAEL ZAVALA, JR. Estimator

Member of Santa Clara Roofing Association A.R.C. License No. C39-281950

257 SUNOL STREET — SAN JOSE, CALIFORNIA 95126 286-2265/286-6795

FI CHAPARRAL SUPER

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



CLODO CARRAZANA/YANNA DUPREL/ CONRADO ZANOTTO/FRED ZANOTTO/FRANK MORUA

1001 E SANTA CLARA ST., TEL. 998-8028, S.J.

For the BRIDE ...

On Your Most Special Day

WEDDING GOWNS \$39.99 to \$119.99

Gowns for BRIDESMAIDS and MOTHERS of the Bride

abins ashions

We Specialize in Presentation.

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



EN LA OFICINA DEL ABOGADO, CALIDAD PRO-FESIONAL ES NUESTRA OBLIGACION Y PRECIOS-RAZONABLES SON NUES-TRA META.

Estamos cambiando la manera en que la gente piensa de los abogados.



Abierto de lunes a sábados y además abierto por las noches los lunes y jueves para su comodidad.

ELAWYER'S OFFICE

steven zane rothschild

Llame al teléfono
267-9800
para una cita o para pedir
uno de nuestros folletos.

SERVICIOS LEGALES A PRECIOS JUSTOS.

Divorcio indisputable

Arreglo de propiedad

Gratis

\$95.00

\$95.00

Consulta

desde

uesue	\$95.00	
Testamento Estandard,		
individual	\$35.00	
Testamento mutuo	\$60.00	
Incorporación de negocio		
pequeño	\$185.00	
(Bajo recomendación de		
consejero de impuestos)		
Bancarrota individual	\$250.00	
Protección del hogar		
Homestead	\$15.00	
Evicción	\$65.00	
(Antes de aparecer en		
la Corte)		
Cambio de nombre	\$95.00	
Testimonio viviente		
(Derecho de Morir)	\$5.00	

Representación de Defensa
Criminal

La lista anterior contiene los costos mínimos para el trabajo del

Adopción desde \$250.00

La lista anterior contiene los costos mínimos para el trabajo del abogado, en cada caso, habrá costos adicionales como; costos de archivar papeles en la corte, diligencia de emplazamiento, publicación de avisos en periódicos, costos incurridos en obtener documentos originales, impuestos y otros costos semejantes serán extra.

Los precios están sujetos a cambios sin previo aviso.

4608 Meridian Ave., at Branham Ln., San José, Ca.

Opinión



CHICANOS AND BLACKS HAVE A LOT OF CATCHING UP TO DO

For the last 200 years since the birth of this nation, a segment of our American population was deliberately left behind by the rest of the people.

LUIS JUAREZ

learning to seek the professions which had been virtually closed to them in the past.

I felt that the affirmative action programs designed to allow these Americans, victims of earlier prejudices, to enter meaningful employment and to advance to ad-



Blacks and Mexican-Americans found every door closed to them by discrimination in employment, education, and housing. They accepted and lived the role of second class citizens of this great country.

During the early 1960s and especially beginning with President Johnson's administration, a strong civil rights movement swept the nation, resulting in numerous pieces of legislation designed to open doors of opportunity to these ethnic minorities.

For a while, I thought that the conscience of the American people was ready to go along in supporting programs to allow members of the black and Chicano community to enter institutions of higher

ministrative positions would be accepted by most Americans, but unfortunately this was not the case.

Evidently, many Americans have been resisting these programs quieting and openly. Lately, more and more Americans have been loudly protesting what they call discrimination of the white population.

One of the most publicized cases has been the Baake case, a white student who has been unable to gain admittance to medical school at the University of California at Davis because a percentage of the admission slots has been reserved for ethnic minorities.

In the last few weeks, there 11

have been a number of suits filed by building contractors in this area and other parts of the country protesting the federal requirement that at least 10 per cent of the contracts under the Public Works Employment Act of 1977 go to ethnic minority contractors.

In the last 5 years, I have heard an increasing number of complaints from the white population that they are the victims of re-

verse discrimination.

It appears that many whites who may have been sympathetic to the minority needs earlier in the civil rights movements are now tired of seeing special concessions given to blacks and Chicanos.

I cannot understand how any person with a conscience can expect blacks and Chicanos to catch up with the rest of the population in one decade to what was denied them for 200 years.

It was not too long ago that blacks were denied some of their most basic rights like being allowed to vote or live in neighbor-

hoods of their choice.

It was not long ago that signs in restaurants and theaters in Southwestern United States posted signs saying Mexicans and dogs not allowed.

It was not long ago when I was working the canneries in San Jose that a white man, recently arrived from New Jersey, was placed as boss over a cannery before and many of us had worked there several seasons and knew the job well.

It was just a few years ago when the dean of students at San Jose State University told me when I was registering for classes that he didn't think Mexicans were college material and that I should take up a trade instead.

Mexican-Americans can relate countless cases where racial prejudice kept them from moving to better jobs or neighborhoods.

I look back 22 years to my own job experience. When I graduated from San Jose State in 1955 with a degree in Public Health, I applied and took a Civil Service exam to work with the City of San Jose as Public Health Sanitarian.

The job consisted of making sanitary inspections of restaurants, food markets, water supplies, and more. I was first on the eligible list for employment, but 4 months elapsed before I was

offered the job.

The position had been vacant and the funds available all the time. I was finally offered the position, but it was many years later that I found out that the Health Department administration did not think the industry would accept a Mexican as a health inspector.

Most whites today that feel blacks and Chicanos are being given too much preferential treatment in employment and education should try to learn more about this country's attitude towards ethnic minorities in the

past.

With equal rights, not just on paper but in practice, Mexxican-Americans do not need any preferential treatment to advance in jobs or qualify for a professional school. The group today, however, has a lot of catching up to do and needs a little extra help.

"How did you do in school today?" the father asked at the end of his son's first day in school.

"Not so good, pop. We gotta go back tomorrow."



Joe Sanchez Proprietor

Furniture SALE



- 7-Piece Dinette \$119.99
 - Admiral T.V., 12-inch \$89.99

J J & SONS FURNITURE CO.

2155 Morrill Ave., S.J. 263-3703 (Located in Newberry's Store)



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 Hevar

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

Marglads

Bridal Salon Famous for Individual Attention

Wedding Gowns/Bridesmaids Gowns
Presentations/Mother of the Bride
Prom Dresses/Quince Años
1201 The Alameda/294-0755
Free Parking in Rear



"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 Español.

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

STADDUM 356 Keyes Street /Corner of 8th

LIQUORS
295-0616 San Jose, Calif.

MARIA De la LUZ

VIII continued

Working within an immeasurable plane

From Knowledge and Science, Treasures of Life,

You have your "City College", Temple of Learning

That opens the horizons of a new hope

To all who want to build their future.

IX

Oh, gfeat City, pride yourself of your singular beauty That everyone recognizes and

That everyone recognizes and praises,

Of your crystal-clear History, fflso full of dignity
Of your entire Council,

of your blonde Mayor
Janet, the great lady, a flower,
bloomed to womanhood

X

You offer multiple attractions to tourism

Of such great interest that I cannot describe;

The Winchester Mystery House with its numerous rooms

Replete with mystery, full of the visions

Of that eccentric lady that had it built.

XI

You have your Frontier Village A perennial miracle, chimerical perhaps:

Where inexorable time, is paralyzed there

And like in other eras, life slips away

In so many beautiful sites that already exist.

IIX

From the pharaonic land, the primitive art

One can admire another jewel, that only you have:

VIII

Laborando en el plano, que a medir no se alcanza

Del Saber y la Ciencia, tesoros del vivir,

Tienes tu "CITY COLLEGE", templo de la enseñanza

Que abre los horizontes de una nueva esperanza

A todos los que quieran fincar su porvenir.

Oh gran ciudad, ufánate de tu sin par belleza

Que todos reconocen y alaban por doquier,

De tu límpida Historia, tan llena de nobleza

De tu integro CONCILIO, de tu rubia Alcaldesa

Janet, la gran señora, la flor, hecha mujer.

IX

Ofreces al turismo múltiples attracciones

De un interés tan grande que no se describir:

La CASA DE WINCHESTER, con sus habitaciones

Repletas de misterio, llena de las visiones

De la excéntrica dama que la hiciera construir.

X

Tienes tu FRONTIER VILLAGE, en donde se realiza

Un milagro perenne, quimérico, quizá:

El tiempo inexorable, allí se paraliza

Y como en otras épocas la vida se desliza

En tantos sitios bellos en los que abunda ya.

XI

Del suelo faraónica el arto primitivo

Se admira en otra joya, que 15 solo tienes tú:



factory closeouts:

one of a kind:

bump and dent:

LAMPS

\$5.00

WE CAN FINANCE YOU!! CORNER GROUPS \$189
9 pcs.

FIRM MATT YES, WE M Twin \$48.00

HERCULON SOFA and LOVE SEAT \$188

CHEST 5 Drawer \$22

BEDROOM and DINING ROOM 20 to 50% SAVINGS

La Mueblería

PILLOWS ASSORTED \$2.00 MAGAZINE RACK \$19.00

BREAD and WINE RACK \$39.00

GIANT FU

2017 South Monter 408/29

Store Hours: Monday-F Saturday: 10-6 P.M.



CLEARANCE!

discontinued items:

RESS SETS MEAN SET!! Full \$58.00

Del Gigante

RNITURE

ey Road, San José 8-1991 riday: 10:00-9:00 P.M.

Sunday: 12-6 P.M.

mismatch:

overstocked items:

ROOM TABLES \$19.00 as is!

RAIN LAMPS

\$39.00

HALL TREE \$119.00 FREE DELIVERY

HIDE-A-BEDS ALL FLOOR SAMPLE DISCOUNT

CHIME WALL CLOCK \$39.00

PICTURES and MIRRORS 20 to 50% off

> 90-DAY LAY-AWAY PLAN

DAMAGED RECLINER \$39.00

289-1715

Prop. T. Guzman



Foto Mexico

Pasaportes, Urgentes en 5 Minutos y Toda Clase de Fotografias en Color y Blanco y Negro Hrs.: 9:00 a.m. a 7:00 p.m.

36 So. First St., San Jose



Unfurnished Apts., \$145 & up
Furnished Studio Apts., \$135 & up

• Furnished Rooms, \$85

Sr. Sanchez Phone (408) 294-2050 Como en un estupendo y colosal archivo

Al milenario Egipto lo nuestra redivivo

En sus regios salones, tu MUSEO ROSACRUZ.

XII

Y en el célido agosto, por todos esperado

Se mitigan las penas, por el solaz y el bien

Que exxperimentan todos, cuando al fin ha llegado

Tradicional y alegre LA FERIA DEL CONDADO

En la que todos gozan, en la que todos rien.

continued

Like a wonderful and colossal archive

The millenary Egypt is shown revived

In its regal salons, your Rosicrucian Museum.

NEW

LATIN-AMERICAN SINGLE ADULTS NON-PROFIT SOCIAL CLUB NOW FORMING FOR AGES BETWEEN 33 to 47

Are You Divorced or Single for any reason?

Are you tired of bars and very dark and very loud and very crowded nightclubs where you really can't meet people? Of expensive drinks and entertainment and nightclub phonies?

We invite you to join this new non-profit group of single Latin-American people formed for the purpose of meeting, uniting, communicating, socializing, sharing and being at ease with people of your own culture (and of the opposite sex), in a cordial and friendly atmosphere which will give you a feeling of belonging—of being part of.

-ACTIVITIES-

PRIVATE GROUP DANCES (with getting acquainted activities and games) — BARBECUES — PICNICS — BINGO GAMES — GROUP DISCUSSIONS OF MUTUAL PROBLEMS AND SUBJECTS — TRIPS AND MORE.

For information call 408/292-2867 or 262-8743

Civilian probes complaints



Reprinted by permission of the SAN JOSE SUN NEWSPAPER by TOM GILSENAN

There's a civilian listening to complaints about San Jose police these days. Rudy Belluomini is the first and only non-police officer in the police department's internal investigations office.

A long-time staff member in the city's human rights department, Belluomini attracted much attention for his efforts at solving neighborhood disputes. He brought feuding neighbors together and got them to sign peace treaties.

He also worked for the city ombudsman's office, after the city council abolished San Jose's human relations commission and has been a prolific writer for El Excentrico magazine for many years.

Belluomini moved into the police department five months ago. His appointment came at the same time as the internal investigations unit of the police department moved out of the police administration building and into an office building at 777 N. First. (The location is perhaps best known for the Plateau 7 restaurant at the top.)

Adding a civilian to the police building were two of the steps taken by new police chief Joseph McNamara to improve the image of the police force in San Jose.

A series of major incidents involving police during the past few years, plus persistent complaints about police brutality have hurt the credibility of the department. The shooting death of Danny Trevino by a police officer early in 1976 was the most recent of these, sparking a series of demonstrations and ultimately leading to the firing of police chief Robert Murphy.

McNamara has also publicized suspensions and other disciplinary actions taken against police officers for improper conduct, something his predecessors never did.

Belluomini sees his job as the person in the middle, with one foot plantly firmly in the community and the other firmly in the police department. "I'm the community representative in the police department." he explains.

He's one of five people in the internal affairs unit, headed by Robert Moir, a lieutenant. Others include Officer Pete Guerin, Sergeant Courtney Peterson and

secretary Ruth Grayson.

Since stepping into this job, Belluomini has taken about 20 complaints each month. He catalogues each on yellow sheets of paper in a black, loose leaf notebook, later transferring the information to officer forms. "We consider each case on its permits," says Belluomini, who tries to insure that the privacy of the person complaining and the officer involved are protected.

What are the biggest sources of complaints? Rude conduct and unnecessary force, says Belluomini. One person who complained recently said a police office swore at him — considered rude conduct. Complaints of unnecessary force come after an arrest or a police search.

Sometimes the complaints are a reaction to an arrest and evaporate if pending charges are dropped, says Belluomini. But he insists each complaint is taken as a substantive one.

After an investigation, complaints about an officer go to Moir with the recommendation and then go to the police chief.

Whatever the outcome, someone who complains will receive a letter from the internal affairs office, outlining what happened.

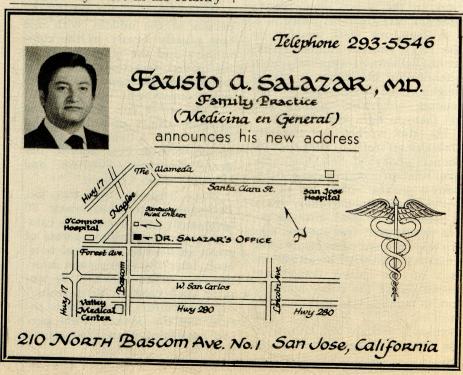
Belluomini is one of the few civilians anywhere in the country working in this part of the police department. However, some other city police departments have entirely different arrangements which include civilians.

This job does lack the maneuverability of the neighborhood disputes assignment, Belluomini says. "Sometimes you can't say what you really want to say, he observes, comparing the job to negotiating for a contract.

Friends in the community have not cut him off since he went to work for the police department, Belluomini says. On teh contrary, "they feel they have a friend in the police department."

Seven-year-old to his teacher:

"I don't want to scare you, but my pop says if I don't get better grades, somebody's gonna get a spanking."



Marisco's Inda Restaurant

SEA and MEXICAN FOOD

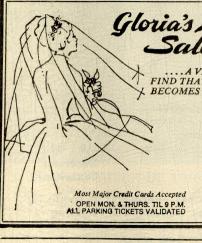
MARISCOS JUGO DE CAMARON PESCADO ALMEJAS OSTIONES COCIDO DE RES MENUDO



ORDENAS PARA LLEVAR ABIERTO DIARAMENTE 11 A.M. a 11 P.M.

VIERNES V SABADOS HASTA LAS 3 DF LA MANANA

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



Gloria's Bridal Salon...

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

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

DIRECT MAIL / GRAPHICS, LAYOUT AND PRINTING

408/294-4040 - 274 Terraine St. San Jose, California 95110

"Dos Lugares Para Servir a Ud."

DALES'S CLUB

Cerveza

VinosPool Tournaments923-9558

1564 E. Santa Clara St., S.J.

DALE & REYES (AFE

Comida Netamente Mexicana Ordenes Para Levar

> **923-9962** 1614 E. Santa

1614 E. Santa Clara St., S.J.



Esposos Dale y Reyes con hijito Eugenio



FURNITURE

Welcome to RB Furniture in San Jose

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, California

Angie's Secretarial Service

461 Park Ave., Room No. 1 286-6135/289-1325 San José, Ca.

- Preparación de cartas de todas clases Ingles y Español.
- Poderes Generales y Especiales.
- Preparación correcta de Formas para su Residencia Legal.
- Traducción exacta de sus documentos legales.
- Rápida y correcta preparación de sus reportes de Income Tax.

DOS TELEFONOS a SU SERVICIO — 286-6135 y 289-1325 ANGIE ROCHA PARA SERVILES



Daniel Saldang



20 DE NOVIEMBRE DE 1910

Esta fecha marcó para la República Mexicana el final de la dictadura del General Porfirio Diaz y el empiezo de la lucha para establecer un gobierno democrático. Un gobierno en el que el pueblo tuviera voz y voto, así como la libertad de elegir a sus gobernantes.

La lucha fue muy dura, la nación perdió miles de sus hijos en las multiples batallas que se libraron en toda la extención de la república, muchas mujeres y niños resultaron víctimas inocentes de este guerra de hermanos contra hermanos regando con su sangre todas los campos de la patria.

Los campesinos y los obreros aportaron sus contingentes en las

filas revolucionarias de las diferentes facciones ideológicas que brotaron a la caida de una dictadura que por 35 años manejó el

país a su capricho.

El pueblo oprimido por la dictadura, despertó de su apatia y se lanzó a los campos de batalla; reconoció como enemigo de la dictadura al Sr. Don Francisco I Madero que se levantó en armas contra el dictador iniciando su lucha el 20 de Noviembre de 1910. Después de rudos combates se logró que Porfirio Diaz renunciara a la presidencia y se embarcara en el Puerto de Veracruz con rumbo a Europa. Se nombró un presidente interino y el 6 de Noviembre de 1911 el Sr. Madero y su vicepresidente Pino Suarez se hi- 23 cieron cargo de sus puestos en el Palacio Nacional de la Capital de

la República.

Sin embargo la revolución siguió; Zapata en el Sur pedia tierra y libertad para sus fuerzas campesinas, en el Norte Pascual Orozco (hijo) exigia un plan pol..tico en desacuerdo con los otros revolucionarios, en toda la república había levantamientos en contra del gobierno del Sr. Madero, que a pesar de su gran deseo de poner las cosas en orden, no le daban tiempo para organizar su gobierno en forma eficaz.

Victoriano Huerta, que fue general porfirista fue nombrado por el Presidente Madero para que se hiciera cargo de las operaciones militares en contra de los sublevados. Huerta traicionó al Sr. Madero y lo puso preso a él y al vice presidente Suarez que fueron ase-

sinados.

El traidor Huerta se autonombró presidente de la república apoyandose en las fuerzas que la habian puesto a su mando. La lucha fue más encarnizada. El Sr. Venustiano Carranza Gobernador del Estado de Coahuila desconoció al usurpador, llamó a una junta de militares y todos estuvieron de acuerdo en pelear contra Huerta; entre los militares que lo apoyaban habia algunos jefes sonorenses. Se formaron tres ejercitos, el del Noreste, el del Norte y el de el Noroeste; estos jercitos se pusieron bajo las ordenes de los generales Pablo Gonzalez, Francisco Villa y Alvaro Obregón, respectivamente. Por el Sur operaba Emiliano Zapata, por Veracruz Pelaez y la república entera era un solo campo de batalla. Villistas. Zapatistas, Carrancistas, quistas, Obregonistas y otras facciones asolaban ciudades, pueblos y rancherias; entraban unos y

salian otros, pero no habia ni paz ni seguridad; ante esta situación, muchos campesinos no quisieron cambiar sus aperos de labranza por una carabina, los obreros tampoco quisieron cambiar sus herramientas de trabajo por los rifles 30-30 y muchos campesinos y obreros buscaron refugio en paises extranjeros.

Esta hecatombe duró desde 1910 hasta 1928, todavia en 1928 se pelearon algunos combates en el Estado de Chihuahua. Pero la revolución estaba liquidada, la gente ya estaba cansada de esta lucha de hermanos contra hermanos y al fin se consiguió guiar al país por senderos democráticos.

Los pocos supervivientes que presenciaron esta dantesca visión todavia la recuerdan con dolor, algunos de ellos radican aquí en San Jose y cuenten de los combates en que de grado o por fuerza tuvieron que tomar parte. Todos ellos, sin embargo, rinden honor a los que murieron por la redención del campesino y del obrero mexicano.

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

Casos de Accidentes Automovilistcos Casa o Trabajo

TELEFONO 249-1244

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

[&]quot;Quien menos habla, obra mas."

[&]quot;Quien menos procura alcanza mas bien."

^{&#}x27;Quien no hace mas que otro Mas no vale, dice un proverbio.''

FERNANDO'S

"Meet Your Friends Here"

Live Music Thurs.-Fridays-Saturdays from 8-2 A.M. Sundays 7 to 2 A.M.

Featuring
José Luis at the Organ

Favorite Cocktails - Mixed Drinks Cerveza Bien Helada

Antojitos Mexicanos

Your Host, FERNANDO CALDERON, Prop. 408/292-4058 97 E. Santa Clara St., San José



ART MARTINEZ

MEN'S WEAR - 86 SOUTH FIRST ST.

Downtown San José; 293-3236

Amigo y cliente;

Empezando el mes de Noviembre tenemos nuestra Gran Venta anterior a la temporada de Navidado que acustumbrado en nuestros treinta años de servir a nuestra clientela de San José, Ca.

AHORROS HASTA DEL 65 PERCENT.

Sacos de piel legitima a precios especiales que empiezan desde; \$65.95.

Trajes de ultima moda y de fina calidad desde: \$79.99. Trajes para caballera desde: \$39.99. Levi Cords and Jeans; Reg. de \$20.00, ahora \$10.99.

Angel Flights Big Bells (Polyester) Reg. \$20.00 ahora; \$14.99.

Camisas, Reg. de \$22.95; ahora \$9.99.

Estos son solo algunos de nuestras articulas que tenemos en barata. No espere. Venga tan pronto como pueda y aproveche esta Gran Venta Epecial del año. Con un pequeño depósito puede apartar su mercancia, puede usar B A * or Master Charge. First Nat'l.

Compre ahora y ahorre; nuestra tienda esta abierta los lunes, jueves y sábados de las 9.30 AM a las 6.00 PM. Los Viernes de 9.30 AM a 7.30 PM.

ESPERAMOS SU VISITA

Art Martinez Men's Wear



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.

रिरिएरिट्रेसिए

CLASSIFIED SERVICES/AQUI ENCUENTRA LO QUE BUSCA

CLASSIFIED SERVICES/A CHAMBER OF COMMERCE ANIMALITOS y PAJARITOS PARA NIÑOS

ANDY'S PET SHOP 1280 The Alameda

297-0840

ARTICULOS RELIGIOUS

BOTANICA SAN CRISTOBAL 144 E. Santa Clara St. 292-8048

BOTANICA SANTA BARBARA
791 So. First Street 998-0648

AUTO REPAIR 984-0447 LAFAYETTE AUTO BODY SHOP Domestic and Foreign 940 Shulman Ave., Santa Clara CARLOS GARCIA 226-1308

BARBER SHOPS — BARBERIAS

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

BEAUTY SALONS— SALA DE BELLEZA

EVELYN'S HAIR CARE 1053 So. White Rd.

926-1165

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

Cosmetics - Cosmeticos TRATAMIENTOS PARA

Piel, Seca, Grasosa, Espinillas, etc. Analisis Gratis 225-7779/246-8290

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 MONACO'S JEWELERS 2904 Alum Rock Ave. 251-4100

Job Opportunities -Oportunidades de Empleo

SALESPERSON
Unique Sales Position
Call for two-minute recorded
message - 408/294-4445

RESTAURANTES

EDDIE'S MEXICAN FOOD 1179 E. Santa Clara St. 279-9498 Hermelinda y Eddie, prop.

TAILOR SHOP—SASTRERIA HECTOR'S TAILORING

1177 Lincoln Ave. 293-0561 (Willow Glen)

JOE'S TAILORING—Jose Castellanos 35 S. Santa Clara St. 298-2474

MEDIA SPECIALIST

City of San Jose \$1046-\$1295/mo. Requires equivalent to 2 yr. of varied media production work. Employment Office, Rm. 207, 801 N. First St., S.J. 95110

Equal Opportunity Employer

A pessimistic fellow read his horoscope which said: "Go out and make three new friends and see what happens." So he went out, made three new friends, and nothing happened. Now he is complaining that he's stuck with three new friends.

ESCOBAR/SOLAREZ



Kicking up our heels for charity! At the Los Amigos Lions Club Benefit Dinner/Dance Nov. 4 at the Bold Knight. Proceeds go to aid the deaf and blind plus the new project "La Clinica de Los Amigos Liones" in Tetaroba, Sinaloa, Mexico.





Who says there aren't any good-looking chicks at Mario's?

1st place winners at Mario's on Halloween night . . . \$100.00 worth of chicken.



LUPITA CUEVAS — A local singerw ho is making it! She's getting ahead, winning contests and the public. Soon, you'll be hearing . . . LUPITA!

LIVE MUSIC • BANQUETS • PARTIES

El Toro Restaurant and Lounge

72-76 E. SANTA CLARA, SAN JOSE, CA. 95113 PHONE 286-0314

Wednesday Night - 50c Margaritas For Everyone



Fred Mirgoli - Owner

Parking in rear Kirby Parking Lot 35 So. 3rd St. San José

PRESENTLY FEATURING.....

"LOS INNOCENTES"

Wednesday — Sunday

SERVING
SANTA CLARA VALLEY
SINCE 1937



DAY OR NIGHT CALL 293-3747

1066 South 2nd St San Jose



Atencion Vendedores de Bienes Raizes



Tenemos una oficina donde queremos concentrarnos a ayudar la Comunidad Latina de San José, con vendedores bilingues (Español-Ingles) para ofrecer un servicio completo enventas y compra de casas, negocios, industria, etc., etc.

Nuestros programas de venta garantizadas, entrenamiento profesional y plan de comiciones, es el mejor.

Si usted se intereza en trabajar en un Compañia de prestigio, responsabiliad y buen trato, llame a:

José R. Angulo-926-3002 Oak Ridge Realty, Inc. Carlos Newton-267-8410 San José 1165 Meridian Ave.

MADAME SOPHIA

Spiritual Reader and Adviser

Madame Sophia is not a common reader, she does not read by cards or palms, but through God's Spiritual Gift . . . Will help you reunite the separated and give helpful advice on all matters of life . . . such as . . . love, marriage, business, and happiness . . . Will give lucky hands and numbers . . . Bring peace and heart in your home . . . Will call your friends and enemies by name without asking a single word . . . Help to remove all evil influence and bad luck of all kinds . . . One visit will convince you . . . Will give you peace of mind to know what to do and what not to do, through God's Spiritual Gift . . When you come to see her you will receive a free book about yourself to make you understand more about yourself and others.

BRING THIS AD AND SAVE/ONE FREE QUESTION BY PHONE Call Now . . . 797-8722

C/S CON SALSA



JESUS OROSCO

As Latin music becomes more popular the artists within the Latin form are starting to receive recognitoin from the national music scene. Who hasn' heard of Carlos Santana? Everybody knows of Tito Puente and the Fania All-Stars! But like other forms of music, many artists get less publicity than others. One such musician is finally getting the praise he deserves. His newest release is the first step for José Manqual, Sr. Manqual has played his bongos in the halls of Gillespi to Machito. He's played Afro-Cuban with greats like Carlos "Potato" Valdez and the jabb bands of Errol Gardner and Charlie Parker, Manqual, born in Juan Diaz, Puerto Rico in 1924. Came to New York when he was 15. Although at 13, Buyú, as he is affectionately known was playing professionally. For many years Mangual and Potato (Carlos Valdez) were the legendary rhythm duo for Machitos Afro-Cubanos. The jazz world was never the same after it engulfed the rhythmic patterns of Chano Pozo, Potato and Mangual. In 1959 Potato and Buyú left Machito for the Latin jazz of Herbie Mann. They toured Africa, the United States and parts of Europe. Finally, after much hard work, Mangual has released a Latin-Salsa-Jazz-Soul album on Turnstyle Records that will "turn your style" in directions unknown. Martin Cohen, president of Turnstyle has called Manqual "the greatest of all human beings and a man who's given me. in a spiritual way, more sense than any other human being."



The Manqual beat lives not only in his hands, but with his two sons, José Jr., and Luis, both who have contributed to Latin music.

So many times we honor a musician only after he dies. I feel José Manqual is the clave of Latin music and should be recognized now. José Manqual is the man who helped form Salsa before it was Salsa.



LAFAYETTE AUTO BODY SHOP



V.W. FIAT TOYOTA DATSUN SPECIALISTS FIBERGLASS & FRAME WORK



DOMESTIC & FOREIGN



JOE GARCIA SERVICIOS EN ESPAÑOL Office 984-0447/226-1308

> 940 Shulman Ave Santa Clara, Ca.

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 for all makes/VW ready-made Seat Covers.

Joe & Eddie Moya



Joe



FREE ESTIMATES /286-3434 905 N. 8th ST., SAN JOSE,

(Near Hedding)

PUBLIC NOTICE/AVISO PUBLICO

ARE YOU ONE OF THE UNFORTUNATE ONES . . .

- That suffer from those miserable, daily nagging backaches
- That gets up more tired than when you went to bed
- That makes your families life miserable because of your back problem . . .

THIS COULD BE YOUR ANSWER

Try a King Koil Spinal-Guard Mattress (new in California) Since it was introduced to the West Coast almost one-half million people have tried it.

If this were not true we could not say it . . .

GUARANTEED BY BETTER HOMES AND GARDENS

CHIROPRACTORS HELPED DESIGN IT . . .

Spinal-Guard was designed with the help of the International Chiropractors Association. For their assistance in designing Spinal-Guard, the ICA receives a royalty from King Koil to further the research of the chiropractic profession.

Hank Coca's Furniture Discount
was the 1st Selected Independent
Volume Dealer for
"King Koil Spinal-Guard"

Es Ud. Uno De Los Desafortunados

- Que sufre de esos lamentables, diarios y constantes dolores de espalda
- Que se levanta más cansado que cuando se acostó
- Que por su problema de la espalda hace penosa la vida a su familia.

Pruebe con colchón
"King Koil Spinal-Guard"





\$99 twin ea. pc. \$199 full ea. pc. \$299 queen set \$419 king set

\$50 Trade-in Allowance On Any Set



This Could Be Your Answer. King Koil SPINAL-GUARD

HANK COCA'S
FURNITURE DISCOUNT HOUSE

Corner 3rd & E. Santa Clara Sts. DOWNTOWN SAN JOSE Phone 297-9486