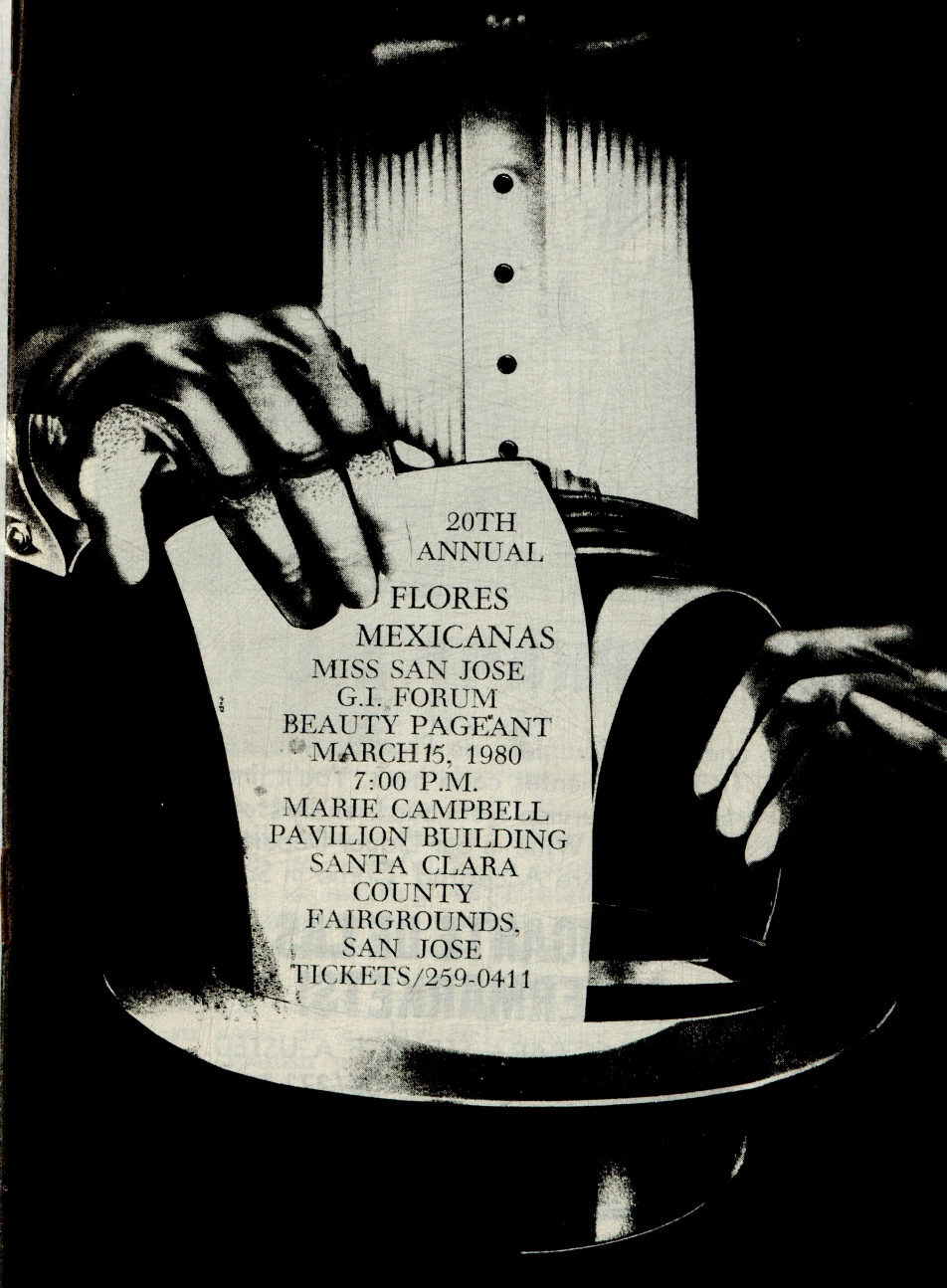


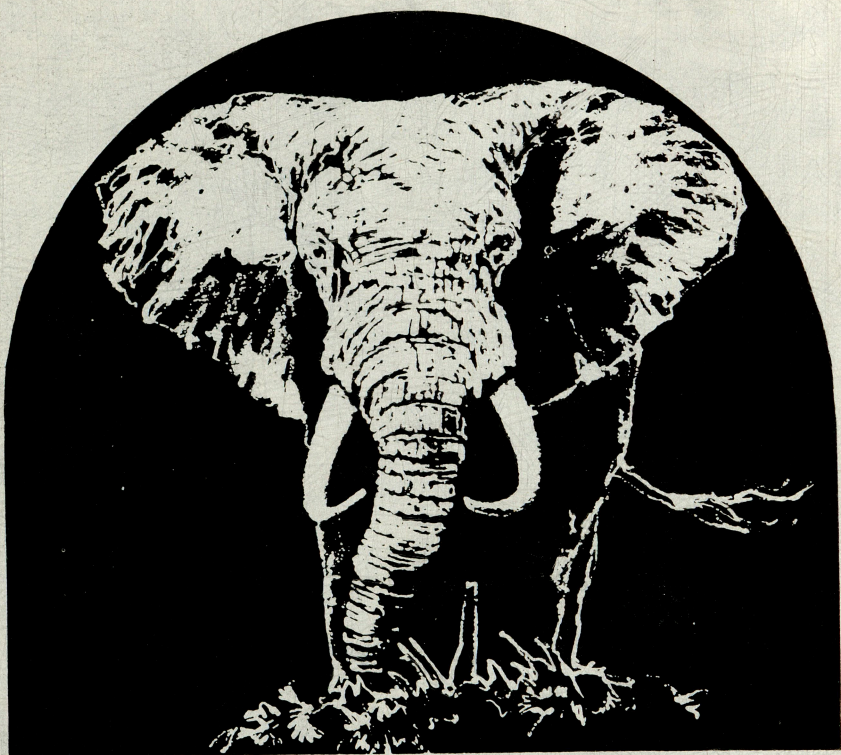
El Excentrico

30th Yr./No. 17/February 1980



20TH
ANNUAL

FLORES
MEXICANAS
MISS SAN JOSE
G.I. FORUM
BEAUTY PAGEANT
MARCH 15, 1980
7:00 P.M.
MARIE CAMPBELL
PAVILION BUILDING
SANTA CLARA
COUNTY
FAIRGROUNDS,
SAN JOSE
TICKETS/259-0411



PINK ELEPHANT MARKETS

Con una linea Completa de Products Mexicanos
y Tortillas Calientes cada hora. You'll find
Personalized Service from our friendly staff.
We carry Beer & Wine in our Liquor Department
Food Stamps Are Accepted. Come In Soon.

!EL GIGANTE DE LAS SUPERMARKETS!

TRES TIENDAS PARA SERVIRLE A USTED
No. 1 400 South King Road - 408/272-2446
No. 2 1098 N. First St., 275-1480/275-1485
No. 3 - Story & White - 926-1292

Radio KAZA, Su Casa



When Radio KAZA signs on the at 6 a.m. daily from its studios in Morgan Hill, its powerful 5,000-watt voice is assuring its Spanish - speaking listeners that another day of community service is beginning.

The station slogan, "Radio KAZA, su casa" is a play on words of a Spanish phrase that tells listeners they should feel at home. And it means just that, according to Albert Rodriguez, president of the station.

"Our primary role is to be at the service of our listeners. We're a clearinghouse, a source of information and a referral service for an audience from San Francisco to San Luis Obispo," Rodriguez said.

Community service is provided in many ways.

"We're the only station I know liaison. His role is to help public or private organizations get their message on the air," Rodriguez said. "Rodri- that has a full-time community quez said."

"We don't have the red tape of stations that require the signature of several persons to authorize a public service message. Our listeners go directly to our liaison, who pretty much has a green light."

The result, he added, is more information for an audience for whom radio is one of the major sources of information.

The station now airs 32 different public service announcements daily — a considerable number when the station day is only 12 hours long.

Special efforts are made on some topics, such as the current blitz to assure participation in the 1980 census, and a recent request for a telegram barrage that Rodriguez believes contributed to a federal attorney general's ban on indiscriminate raids by immigration officers seeking illegal aliens.

Community service at KAZA also means community participation.

One popular program is "Opiniones," which allows listeners to debate or question guest speakers on topics such as drugs, immigration, education, welfare and child abuse.

KAZA was born in the mid-1960s when the owners of Radio KLOK, then a Spanish-language station, sold it, bought another station and changed the call letters to KAZA.

Rodriguez, formerly a promoter of Mexican recording and movie stars in the United States, has been with the station for seven years.

Virtually all programming is directed to Hispanics of Mexican descent, Rodriguez said.

There are some 1.2 million persons of Hispanic descent in Santa Clara, Alameda, San Benito, Mon-

terey and San Francisco counties, he said. The Hispanics in San Francisco are 75 percent Central American, Puerto Rican or Cuban. In the East Bay, the Hispanic population is 85 percent Mexican. In Watsonville and Gilroy, the proportion of Mexican-Americans is 90 percent to 95 percent.

Therefore, music, news and sports on KAZA are directed to a Mexican-American audience, Rodriguez said.

The success of the station, he added, is reflected in the number of callers. He produced a letter from the phone company in 1977 that said the company was having problems with its equipment because up to 40,000 callers an hour were trying to get through.

"We expanded the number of lines," Rodriguez said, "but we can't do any more. If we put in 100 lines, we wouldn't have the personnel to answer them."

The station's grass-roots orientation also is reflected in broadcasts to raise funds for persons who need money for a funeral or to ship a body to Mexico, Rodriguez said.

He said he is working with a San Jose funeral home on the possibility of giving the agency advertising in exchange for providing funeral services for destitute citizens.

The station's efforts to help Mexican-Americans has been recognized by Mexico City newspapers, which send representatives to cover the Fourth of July celebrations. Radio KAZA sponsors each year at the county fairgrounds.

"Also we're the only station in the United States to receive an award of merit from the Association of Newspaper Editors of Mexico," Rodriguez said.

El Excentrico

HUMBERTO GARCIA, SR.
Founder 1949 to 1974

Publisher/Editor
BERT GARCIA

Associate Director
ANGELA DIAZ

Spanish Editor
FRANCISCO SIERRA
Consulting Editor
KARL R. BERNARD

Graphic Art
JOHN MORALES
YOLANDA LEYVA

Photographer
RICHARD DIAZ

Production
MANUEL FERNANDEZ

Contributors
RUDY BELLOUMINI
Gloria Kharis Avril
Karl Bernard
Co-Publisher
MARC GARCIA
1974 to 1977

30th Yr./No. 17/February 1980

CONTENTS	PAGE
Richard Diaz	
Flores Mexicanas	
Be a Census Taker	
Love Carefully	
Rosanna Galvez 15 yr.	
Mis Sueños	
Mr. and Mrs. Varela	
Tour of China/Luis Juarez	

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

MADAME SOPHIA

Spiritual Reader and Adviser
**ONE FREE QUESTION
BY PHONE
SPECIAL PRICE
WITH AD**

I AM NOT A COMMON READER
I DO NOT READ BY CARDS OR
PALMS, BUT THRU GOD'S
SPIRITUAL GIFT.

I WILL HELP YOU REUNITE THE
SEPARATED AND GIVE HELPFUL
ADVICE ON LOVE, MARRIAGE,
BUSINESS, JOBS, FAMILY
TROUBLES IN THE HOME, FEAR
AND NERVOUSNESS, I WILL
BREAK ALL EVIL INFLUENCES &
BAD LUCKS OF ALL KINDS.
I WILL CALL YOUR FRIENDS &
ENEMIES BY NAME.

657-7950 or 657-3883
open 7 days a week
near San Jose

Tune-Up \$34.90* Precision Tune

Includes 4, 6, and 8 cylinder
cars, parts, and labor. Guaranteed
6 months or 6,000 miles. Call for
complete information.



**2290 Alum Rock and
Jackson Avenue
San Jose 408/258-8580**

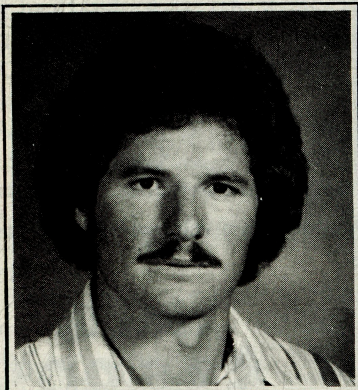
EMPLOYMENT OPPORTUNITY

Part-time Staff Nurses: Nites 2/5 for Surgical Admission Unit and PM 2/5 Psychiatric Services Closed Community. Also, Inservice Instructor and Lic. Psych. Techs. for Psychiatric Dept. Apply:

Personnel Dept., Ph. 559-2466

GOOD SAMARITAN HOSPITAL

2425 Samaritan Dr., San Jose, Ca. 95124
An Equal Opportunity Employer M/F/H



Habla Español

Julio Sierra

LIST OR BUY
YOUR HOME



408/259-2350
1941 TULLY ROAD
SAN JOSE, CALIFORNIA

Además asesoría en inversiones en los Ed. y México

INCOME TAX

MAXIMO DE DEDUCCIONES LEGALES - MAXIMO
DE DEVOLUCION DE IMPUESTOS

Servicio a Domicilio en la preparación de las solicitudes
de devolución de impuestos (Income Tax) a los
residentes de los condados de Santa Clara y San Mateo.

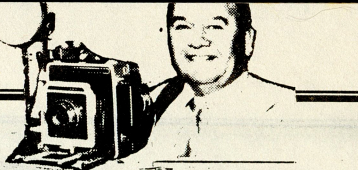
Llame a la Sra. Ma. Del Refugio Martinez

415/854-0473

RICHARD DIAZ

EL FOTOGRAFO DE LAS ESTRELLAS

292-3294



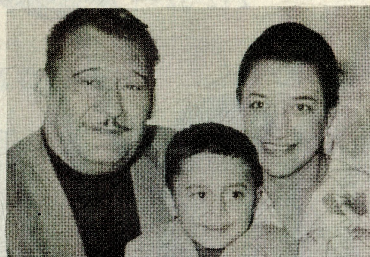
Free pass to the Garden Theater for these beautiful young ladies.



Introducing Karin Mendoza, Cantante and upcoming star. She is from San Jose and has been heard on many radio programs around the Bay Area.

DALE'S CLUB

- Cerveza
 - Vinos
- Pool Tournaments
923-9558
1564 E. Santa Clara St., S. J.



Esposos Dale y Reyes con hijito Eugenio

DALE & REYES CAFE

Comida Netamente Mexicana
Ordenes Para Llevar
923-9962
1614 E. Santa Clara St., S. J.

ALVARADO INCOME TAX SERVICE

1635 E. Santa Clara St., San José
408/259-1784



BLANCA ALVARADO

ABIERTO/Lunes a Viernes 10:00 A.M.-8:00 P.M.
Sábado 9:00 A.M.-4:00 P.M.

Nuevamente nos ponemos a la orden para la preparación de sus reportes Federales y Estatales.

Esiamos preparados, con mas de 20 años de experiencia, para ofrecer un servicio eficiente y responsable, haciendo todo lo posible para que reciba el máximo beneficio, de acuerdo a la ley.

Chez Angele Perfumes

"Directly From France"

Jewelery and Gifts — Huge Selections

"OUR PRICES SAME AS ANYWHERE"

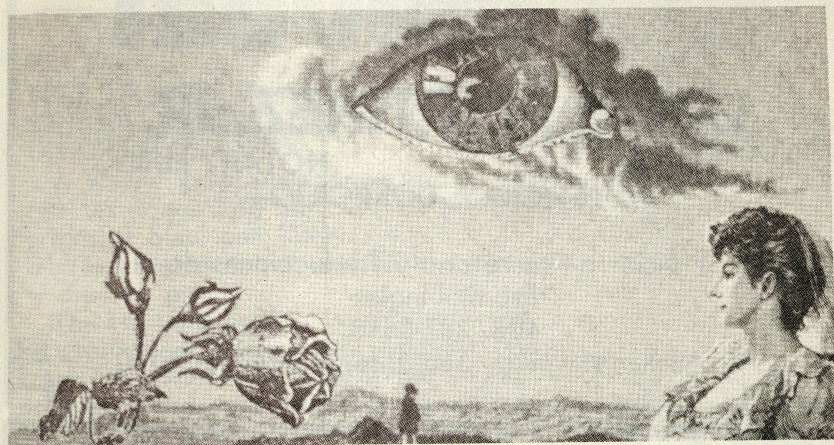
Angele Imported her Perfumes directly from France, unusual perfumes hard to find elsewhere.

Bascom and Campbell Aves.

Phone 408/371-7644

470 The Pruneyard Shopping Center, Campbell

"Mis Sueños"



por KARL R. BERNARD
Seguiré con los ojos la luz que
cruza el cielo,
para ver mas allá, en la
soledad eterna,
la Esperanza dibujada en
forma de consuelo.

Sequiré con mis labios besando
la tierra inerte,
donde el agua, el viento, el
canto y la flor,
son la presencia perdida entre
sueños dormidos,
como cáscara rota . . .
como cuerpo sin alma . . .

Instante incandescente de la vida,
condensada en forma de quimera,
que interroga lo esencia de
mis sueños,
que vvagan como creaciones
solitarias,
sobre el borde secreto, que
gesticula el destino.

El mar se desgarran en alas
espumosas;
y en las playas arenosas
e interminables
sembradas de recuerdos y

de nombres,
las alas, se destruyen por sí solas;
mientras el viento en lo
loquecido desmenuza
las memorias, para saciar sus
ansias locas,
con el brindis final de su
amarga copa.

Gemido del oleaje, que grita su
blancura y su pureza,
que se hunde en el péndulo
azulado de la costa,
protestando en su lenguaje
frío y rumoroso,
su estructura supérflua y
tempestuosa,
de ser sólo espuma . . .
Sin vida . . . y . . . sin alma . . .
de ser sólo espuma . . .
arrojada por el viento.

Entonces, temblarán las rosas
blancas! . . .
al escuchar el repique de
las campanas,
con su právido sonido lastimero.
Temblarán . . . las rosas negras . . .
y de todos los colores . . .
mientras alguien modele una
corona
sobre la tumba de mis sueños!

DAVID MARTINEZ, JR.

INCOME TAX

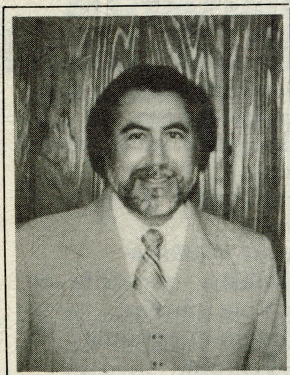
NOTARY PUBLIC

—SERVICIO A DOMICILIO—

Servicios de secretario y Traducciones de
Español-Ingles

408/287-0510

772 Mclellan Avenue - San José, California 95110



R. ELI SAMORA

Attorney at Law

Wishes to announce the opening
of his law office at

95 South Market Street, San José, Ca.

408/275-0253

Se habla y se le atiende en Español



For the BRIDE . . .

On Your Most Special Day

WEDDING GOWNS \$39.99 to \$119.00

Gowns for BRIDESMAIDS and MOTHERS of the Bride

Rabins
fashions

We Specialize in Presentation

Open Daily till 9:30 p.m.

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

ALL BANK CHARGES



408/238-2424 323 EASTRIDGE MALL Upper Level

income tax

FREE TAX HELP FOR SENIORS, BLIND, AND DISABLED PERSONS

A special program to provide free tax counseling and help in preparing State and Federal Tax returns for area seniors and blind or disabled persons.

The assistance will be provided by volunteers who have been given intensive instructions by the Internal Revenue Service and the California Franchise Tax Board.

The program has been undertaken by the American Association of Retired Persons and the National Retired Teachers Association.

Those who would like to take advantage of this no cost service should call the Senior Center or Community Center of their locality for an appointment.

Campbell/378-5323

Cupertino/253-2098

Gilroy/847-1777

San Jose/277-4285 or 277-4197

Santa Clara/984-3266

Saratoga/867-6363 or 867-3438

Mt. View/967-3632

Sunnyvale/736-5521

Palo Alto/327-2811

Los Altos/948-1491

AYUDA GRATIS EN LA DECLARACION DE IMPUESTOS A PERSONAS MAYORES DE 55 AÑOS O INHABILITADAS DE CUALQUIER EDAD.

Programa especial para proporcionar asesoría y asistencia gratuita en la preparación de las declaraciones de impuestos estatales y federales a personas mayores de 62 años, invidentes, inválidos, sordomudos o inhabilitados en general.

La asistencia es proporcionada por personas voluntarias que han sido ampliamente entrenadas por el Internal Revenue Service y el California Franchise Tax Board.

Este programa es patrocinado por el California Franchise Tax Board y realizado por la Asociación Americana de Personas Retiradas y la Asociación Nacional de Maestros Retirados.

Las personas que gusten hacer uso de este servicio gratuito favor de llamar o dirigirse a los Senior o Community Centers de su localidad.



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.

Congress of the United States
House of Representatives

Washington, D.C. 20515

NORMAN Y. MINETA
MEMBER OF CONGRESS
13TH DISTRICT, CALIFORNIA

December 20, 1978

Mr. Daniel G. Saldaña
2940 Stevenson's Center
Santa Clara, CA 95051



Dear Daniel:

I would like to take this opportunity to congratulate you on being named a Distinguished Hispanic in Santa Clara County. The fine work you have done in the community has justly earned you this honor.

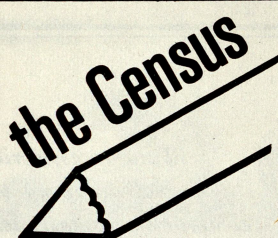
Again, my congratulations and best wishes in your future work.

Sincerely yours,

A handwritten signature in dark ink, appearing to be 'N. Mineta', written over a faint, stylized background graphic of a person.

NORMAN Y. MINETA
Member of Congress

BE A CENSUS TAKER



WANT EXTRA MONEY THIS SPRING? BE A CENSUS TAKER FOR A FEW WEEKS WITH THE 1980 CENSUS

Census takers are needed in this area, according to Regional Census Manager.

The Census Bureau welcomes applications from persons who will be able to work 40 hours a week, including many evenings and Saturdays, calling upon householders who have not returned their census forms. The work will begin soon. Before being hired, applicants will be tested for their ability to understand printed instructions and do simple arithmetic.

The manager says census takers must be physically fit to be on their feet for long periods and to climb stairs; must have good eyesight for reading small print and good hearing for normal conversation. Most should have a home telephone and many will need a car for their work, but mileage will be paid.

Census takers will receive a fee for their training and will be paid a piece rate for the number of household listings completed. Earnings can average \$4 an hour or more. Most jobs will last three to five weeks.

The Census Bureau is an equal opportunity employer.

"We're counting on you," the manager said, "to apply for work as a census taker."

Applicants should come to one of the following places read to take the written test:

BUREAU OF THE CENSUS
1 No. 1st St., 2nd Floor
(Rear Entrance)
San Jose, CA 95113
Phone 293-60030

CENSUS '80 

Dr. Ivan T. Hendren / Quiropractico

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 QUIROPRÁCTICO 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.

Tues. & Thurs., 8-6; Sat., 8-12 pm
17705-A Hale Ave., Morgan Hill
779-3174/Mon.-Wed. & Fri. 9-5
Two Offices to Serve You

Tel. 258-1615

1621 E. Santa Clara





*El amor es sufrido, es benigno;
el amor no tiene envidia,
el amor no es jactansioso, no se envanece;
no hace nada indebido, no busca lo suyo
no se invita, no guarda rencor
no se goza de la injusticia, mas se
goza de la verdad.*

*Todo lo sufre, todo lo cree, todo
lo espera, todo lo soporta*

Gracias

*por acompañarnos en los momentos
mas preciosos de nuestro
39avo Aniversario*



Vera y Richard Diaz

El Chapparral Super

Donde Mas Barato Dan

*Deseando a todos nuestros
clientes un prospero año nuevo*

Dueños/Conrado Zanotto

Yanna Duprel

Fred Zanotto

Carnicero/Clodo Carranza

Gerente General/Francisco Capetillo Morua



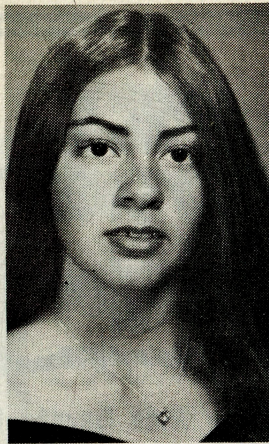
1001 East Santa Clara St., San José, Ca.

408/998-8028 - 998-2107

20th Annual FLORES MEXICANAS!



Londa Maura



Valerie Peralta



Cynthia Gomez

Miss San Jose GI Forum Beauty Pageant



The 20th Annual Miss San Jose GI Forum Beauty Pageant & Queen Coronation Ball will take place on **Saturday evening, March 15th** in the Marie Campbell Pavilion, Santa Clara County Fairgrounds, at 7 P.M.

The contest, to select a young Mexican American lady to represent San Jose GI Forum in the annual Miss California GI Forum contest, begins promptly at 7 P.M.

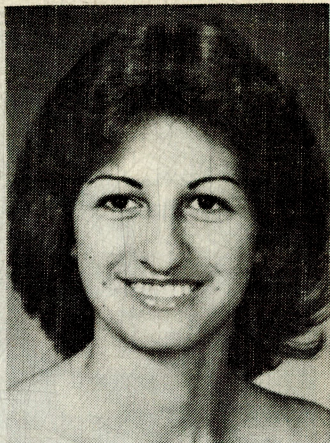
Ten beautiful San Jose Chicanas will compete for the highly coveted crown: LYDIA ANN CORNEJO of 3226 Tully Road; LORRAINE DURAN

of 1857 MacDue Way; YOLANDA CHAVEZ of 2640 Sibelius Ave.; VERONICA CASTANEDA of 2946 Bradbury Dr.; CYNTHIA GOMEZ of 1948 Lochness Way; LONDA MAURA of 3769 Deans Place Way; DEBBIE ZAMORRA of 2863 West Branch; VALERIE PERALTA of 2009 Santiago Ave.; SARAH MARIE GARZA of 50 Beverly Blvd.; and CHRISTINA LEE FLORES of 3496 Quimby Road.

The girls will be judged on beauty, poise, personality, and speech by a panel of distinguished community



Debbie Zamorra



Yolanda Chavez

citizens selected by San Jose GI Forum.

The currently reigning Miss San Jose GI Forum is Dorina Mata of 3380 Suncrest Avenue, San Jose.

MISS CALIFORNIA CONTEST

The winner of the March 15th competition will represent San Jose GI Forum in the Miss California GI Forum contest at the Woodlake Inn (Sacramento) on May 10, 1980.

The winner of the Sacramento contest will represent California in the national Miss American GI Forum finals at Anaheim, Calif. in early August.

On March 15th the evening begins with a free champagne reception at 6:15 P.M., with the contest beginning promptly at 7 P.M.

Following the Pageant will be entertainment by Los Lupenos de San Jose, Mexican folkloric dance group, and El Mariachi Los Rancheros.

The evening concludes with the official Queen Coronation Ball at 9 P.M., with dancing to the music of Jess Escobar & his Orchestra.

SUPV. McCORQUODALE TO CROWN QUEEN

Dan McCorquodale, Chairman, Santa Clara County Board of Supervisors, has been chosen to crown the new Queen. Also participating in the program will be Supervisor Susie Wilson, San Jose Vice Mayor Jerry Estruth, San Jose Councilman Alfredo Garza, Campbell Councilman Rusty Hammer, and



Veronica Castaneda



Lydia Cornejo



Lorraine Duran

Miss San Jose GI Forum

— continued —

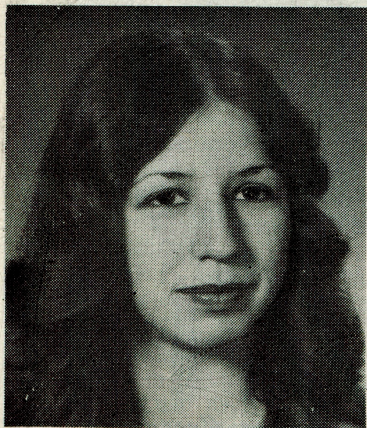
Municipal Court Judge Fred Lucero.

MORE INFO & TICKETS

Tickets at \$5 per person may be purchased at the San Jose GI Forum Bldg., 1680 E. Santa Clara St., San Jose. Additional information may be secured by calling 259-0411. Tickets will sell, at the door, on the day of the function, at \$7 per person.

Don Gomez, Channel 11 newscaster, will be Master of Ceremonies, with Ms. Lupe Garcia, Aide to Councilman Al Garza, commenting the Beauty Pageant.

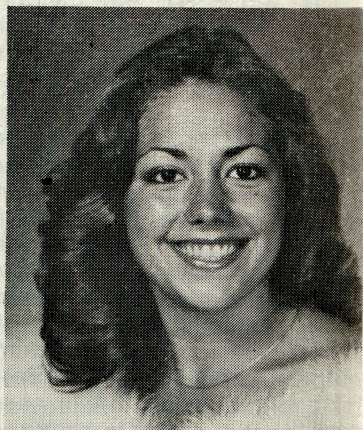
Last year, approximately 1,000 people jammed the Campbell Pavilion for this function.



Sarah Garza



San Jose



Christina Flores

Emiliano Zapata's

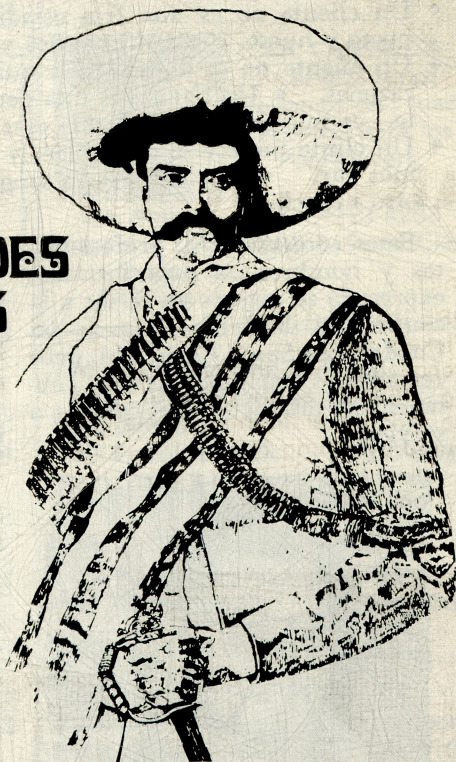
A REVOLUTIONARY DINING EXPERIENCE

ZAPATA'S Restaurant and Lounge
30 South First Street, San Jose, CA 95113
408/289-8797

Caldo de Camarones
Caldo de Pescado
Menudo
Viernes a Domingo

ESPECIALIDADES MEXICANAS

Musica Romantica
De Guitarra
Martes a Sabado



LUNCH • DINNER • COCKTAILS
11:00 A.M.-10:00 P.M. to 2:00 A.M.
Banquetes. Bodas, Cumpleaños de
10 a 200 personas



RADIO PRENSA



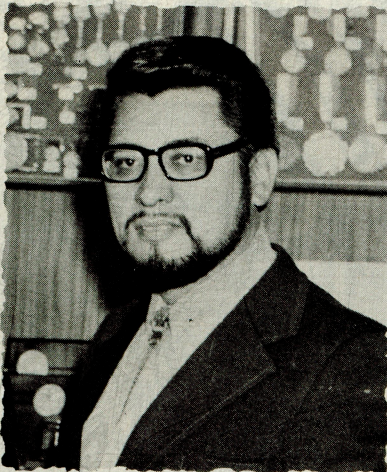
DIRECTORIO HISPANO Y GUIA DE COMPRAS

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 fria 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 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.

Esta Guia llevará a los consumidores con aquellas personas que les daran el mejor trato, la mejor mercancía, los mejores servicios y los mejores precios.

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

ABARROTES y MERCADOS

FOOD BOWL MARKET

Esq. 33rd y McKee Rds.

ACCOUNTING, BOOKKEEPING

JORGE W. DICOCHEA

Payroll-Bookkeeping

295-2020/293-4756

ARTICULOS RELIGIOSOS

BOTANICA AQUARIUS

Prop. MARIA GRACIETTE

966 East Santa Clara St.

San Jose, Calif. 95116

408/280-7700

213/464-1112



BOTANICA SANTA BARBARA

Blanca Pinto, para Services

791 St. First St.

998-0648

BELLEZA: Sala de

JEN'S BEAUTY HACIENDA

654 E. Julian St.

292-7484

Para Cita, Tel. Res. o Negocio

JENNIE'S HAIR FASHIONS

Jennie y Maria a sus ordenes

680 Willow St.

293-1897

BIENES RAICES - REAL ESTATE

California Valley Properties

Joe Alvarado y Augie Garcia

996 Minnesota Ave.

286-6833

ELECTRICIDAD: Reparación de

PACIFIC ELECTRIC CO.

Frank Camacho, Owner

908 Fair Ave.

293-8102

ENTRETENIMIENTO- ENTERTAINMENT

AMBER ROOM,

Under New Management

448 W. Santa Clara

279-9526

BLOCKER'S HALL

Cocktail Lounge

Blocker Villalba, Your Host

1246 E. Santa Clara

279-3773

EDDIE CHAVEZ'S CELLAR

Ice Cold Beer - Billiards

2689 Story Rd.

923-9559



LA CANTINITA

Cerveza-Vinos

"Tenemos un cuarto especial para los Pool-Players."

Sus Amigos

Manuel y Lydia

con Musica de

Guitarra

Tel. 293-4288

1006 E. Santa Clara

LAS ROSITA'S BAR & GRILL

"Belia" una buena amiga

para serviles

460 E. Williams St.

297-6653

FOTOGRAFIAS-PHOTOS

CHICO TELLEZ'S

STUDIO OF PHOTOGRAPHY

781 Kaufmann St.

294-8381

JOYERIAS - JEWELRY STORES

LO MONACO'S JEWELERS

Familia La Monaco's a sus ordenes

2904 Alum Rock Ave. 251-4100

PESCADERIA - FISH MARKET

L & F FISH MARKET

1448 E. Santa Clara St.

998-4021

PIZZAS: Para Llevar a Casita

"Try Our Mexican Pizzas"

Esquina Calles McLaughlin

y Fair Sts.

295-5828

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

RESTAURANTES- RESTAURANTS



Ruben y
Angelita
De La
Cerde

CAPRI INN
Mexican Food
& Dinners

Orders To Go
295-4150

855 N. 13th St.

EL MADERO RESTAURANTE
Lupe y Elida Valdez, Prop.
131 W. Santa Clara St. 279-9333



**EL REBOZO
RESTAURANT**
Mexican Food
Ice Cold Beer
ORDERS TO GO
279-9795
Su Amiga

MARTHA FLORES
118 E. Santa Clara St.

LINDA'S FINE MEXICAN FOOD
Linda Valdez para servirles
1179 E. Santa Clara St. 279-9498

TAQUERIA CASABLANCA
Prop. Tony y Tina Frausto
303 S. Capitol - Payless
Shopping Center 926-4442

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

☆ **LA PULGA GRANDE** ☆
BERRYESSA FLEA MARKET
"DONDE MAS BARATO DAN"

ARTICULOS DE MEXICO
MORAN'S MEXICAN IMPORTS
• Frente La Oficina de Información
• Fuera de la Pulge-Esquina de
las calles Berryessa y King Rd.
Mayoreo y Menudo 272-0596

FRUTAS y VERDURAS
J. Martinez y Hijo Frutas
y Verduras
Vea Puestos No. V-19 V-20
V-73 y V-74

J. MARTINEZ & SON'S PRODUCE
Garden Fresh Fruits & Vegetables
Hot & Sweet Long-Chile for Relleno
JESS H. MARTINEZ 408/263-7808

Marglads

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



Love Carefully



by CHRIS OLSON

"Last year an estimated one million teenagers became pregnant."

This caption on the back of valentine cards is being used to increase public awareness that teen pregnancy has reached epidemic proportions. These cards have been distributed nationally by the Massachusetts Zero Population Growth Center as a part of its 5th annual Love Carefully Day Program.

Teen pregnancies often result in problems and health risks to the teenage mother and her child. The death rate from complications of pregnancy, delivery and birth are 65 percent higher for teenagers than females in their twenties. Teenagers are twice as likely to die from hemorrhage and miscarriage. Toxemia, iron deficient anemia, pre-eclampsia and prolonged labor are some of the serious health problems that pregnant teenagers commonly face. The mortality rates of infants born to young women is two to three times higher than infants born to women in their twenties. Babies born to this age group are more likely to be premature and of low birth weight which are major causes of infant mortality and increased risks of developmental problems and mental retardation.

One out of every ten teenage girls becomes pregnant each year. While 11 million of the 21 million teenagers are sexually active only 3 in 10 sexually active teenagers use contraception. Births to teenagers account for 20 percent of all births in the United States each year.



In Santa Clara County, teenage pregnancy appears to be a major problem. In the county, 22.3 percent of all pregnancies occurred to teenage women. Although the county's percentage of births to mothers under the age of 20 is lower than the state's, a higher percentage of teenagers in Santa Clara County elect to have abortions. In Santa Clara County, 9,592 abortions were reported in 1976, an increase of 7 percent over the 1975 statistics. This increase in numbers of abortions represents a significant need for family planning services in this county.

The cost to the public for teenage pregnancy runs into several millions of dollars each year. According to Assemblywomen Leona Egeland, it has been estimated that 1975 welfare dependency figures reflected a cost of \$460 million a year to support households in which the women gave birth as teenagers.

There are many other complications. Many pregnant young women are poor or ignorant of their own medical needs and do not receive adequate nutrition or care from a physician. Others, especially in their early teens, ages

12 or 13 or so, are not physically fully grown and are less able to deliver a healthy child. The rate of attempted suicide and child abuse is extremely high among young women who become pregnant before they are 20 years of age.

There are no simplistic answers as to why so many teenagers become pregnant. Programs aimed at preventing adolescent pregnancy often provide family planning services have begun sexual activity. In spite of the increase in family planning services, the rate of teenage pregnancies continues to increase in unprecedented numbers. It does seem clear that adolescents need to receive information and guidance earlier to better understand their own needs and desires.

As parents are often cast in the role of sex educators to their children, Love Carefully Day could be seen as an opportunity for parents to reaffirm their ability to enable their children to grow up with correct information and attitudes to make sound decisions and wise choices about sexual behavior as well as other behavior.

Love Carefully Day could also be seen as a time to emphasize the need for new programs and services to help with the problems of teen pregnancy. While Love Carefully Day will serve to increase public awareness of many of these facts and figures, it will require a lot more effort in the form of dedicated work and education to inform teen about the benefits of taking responsibility for their lives and futures.

EL REBOZO RESTAURANT

Sigue en las manos de la familia Santiago Molina Flores. Al servicio de la comunidad por 22 años en San José. Los mejores platillos Mexicanos y Americanos. Gracias Amigos. Servicio eficiente y amable.



Banquetes y cumpleaños
Haga sus llamadas con
anterioridad.

118 E. Santa Clara St., entre
tercera y cuarta
Telefono 279-9795



Guillermo } Enriqueta

Joaquín y Lucila Varela
 Juan y Ana Ramos
 Rudy y Paz Rico
 José y Raquel Varela
 Rudy y Lisa Tovar

Luis e Isidra Aguilar
 Pedro y Linda Varela
 Jesús y Geraldine Varela
 Mario y Ofelia De Haro

Tenemos el gusto de invitarlos
 a la

MISA DE ACCION DE GRACIAS
 por el

CINCUENTA ANIVERSARIO

de Papá y Mamá

domingo, 17 de Febrero al las 3:00 p.m.
 en la Iglesia del Sagrado Corazón
 esquina de las calles Willow y Palm
 en San José, California

HISPANIC SALESMEN

JOIN US IN THE EXCITING, BILLION DOLLAR INSULATION AND SOLAR ENERGY BOOM. WE NEED ALL THE SALES PERSONNEL WE CAN FIND.

What maybe one of the biggest sales booms in U.S. history is just getting underway! The insulation of millions and millions of American homes, schools, churches, hospitals, institutional buildings, factories and store building.

Benefits Offered Salesmen

- Daily class instruction on all facets of selling and installing insulation.
- Choose your own hours and be your own boss.
- Member of P.G.&E. insulation program. PG&E provides leads. PG&E provides financing.
- No slow periods — insulation demand is year round.

Benefits Offered Public

- Financing available at 8 percent A.P.R. meaning monthly payback, payments as low as \$8 month.
- 15 percent Tax Credit
- Free P.G.&E. attic inspection(s) after job is complete.
- Guaranteed professional workmanship.
- FREE attic and wall estimates.

NINA!
HOME & COMMERCIAL
INSULATION
FOR
INFORMATION
CALL 371-8844



ED BOJORQUEZ/CONTRACTOR

California Contractor's License No. 371176
950 McGLINCEY LANE, CAMPBELL, CA 95008

CHINA



22-DAY ALL-INCLUSIVE TOURO F CHINA

15 days inside mainland China,
6 days in Hong Kong. See Peking,
Canton, Shanghai, the Great Wall,

plus 3 more interesting cities.
Travel by air and rail. Low price
of \$2495 made possible only
through this special limited group
tour. For reservations or informa-
tion, call Luis Juarez at 371-6089.

CORTESE VACANCY



Does community involvement seem appealing to you? This may be the challenge you've been waiting for. Supervisor Dominic Cortese is seeking an enthusiastic volunteer to serve on the Board of Commissioners for the Los Altos Fire District for a period of four years.

The general purpose of the Board is to negotiate fire prevention contracts with the city of Los Altos concerning operating budgets and to act in an advisory capacity to the Board of Supervisors. Candidates for the position should reside in District 2.

For additional information, write to Clerk of the Board, County Government Center, 70 W. Hedding St., 10th Floor, San Jose, CA 95110, or call 299-2323.

**EVERYBODY IN THIS PICTURE
BUT THE CAT
NEEDS BUSINESS CARDS.**



GARCIA PRINTING

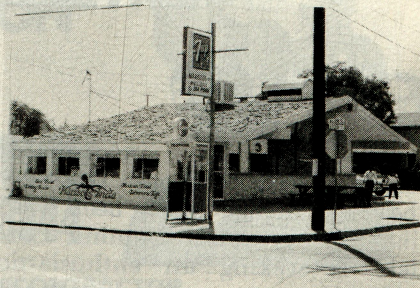
408/294-4040 - 274 Terraine St.
San Jose, California 95110

MARISCOS INDA

Mexican Food/Sea Food

ALMEJAS OSTIONES

Jugo De Camaron	Cocitel De Abulon
Pescado	Carne Asada
Sun-Thurs	11-11:00 P.M.
Fri. and Sat.	11-3:00 A.M.



408/292-2180
300 WILLOW ST.

**Dos Lugares para Servirle
a usted y su familia**

408/297-5598
ESQ. 4th y ST. JAMES

To celebrate the XV BIRTHDAY
of their daughter



ROSANNA MARIE GALVEZ

Her proud parents David and Anna Galvez, Jr.
request the honour of your presence
at the

PRESENTATION MASS

on Saturday, March 15, 1980 at 3:30 P.M.

SAINT JOSEPH'S CHURCH

Market and San Fernando Streets
San José, California

DAMAS

Veronica Galvez
Marisela Salcido
Ruth Paredes
Valerie Vierra

Liz Paredes

Vicky Hernandez

Hermalinda Padilla

Theresa Ortiz

Janice Garcia

Marisela Orosco

ESCORT OF HONOR

Luis Orosco

COURT OF HONOR

CHAMBELANES

Johnny Sidbu

Joe Cimino

Anthony Vierra

Ron Mendoza

Mark Diaz

Dan Alvarado

Daniel Dominguez

Miguel Padilla

Gabe Perez

Mark Scott

MADRINAS

Sefi Rodriguez

Simo Padilla

Vera Diaz

Monica Rodriguez Nicholas Valenzuela

Suzanne Galvez

PADRINOS

David Rodriguez

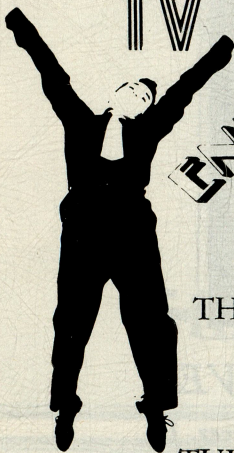
Miguel Angel Padilla

Richard Diaz



GILL CABLE

BOB LOPEZ TV TALENT SHOW



ENTERTAINMENT
For All Occasions
from MEXICAN MUSIC to
ROCK N' ROLL

"Face"

THE AMERICAN MEXICAN
NOT CHICANO

PART II

SHOW TIME:

TUESDAY, FEBRUARY 19th at

FRIDAY, FEBRUARY 22ND at

8:30 to 9:30 P.M.
SPECIAL GUESTS:

LUIS G. JUAREZ
RUDY BELLOUMINI
CARLOS SIQUEIROS

ART MARTINEZ



Don, Blanca, Gayle y Eddie

Abierto de Lunes a Sábado de

9:30 A.M. a 6:00 P.M.

los Viernes

Hasta las 7:30 P.M.

293-3236 - 86 South 1st

MEN'S WEAR

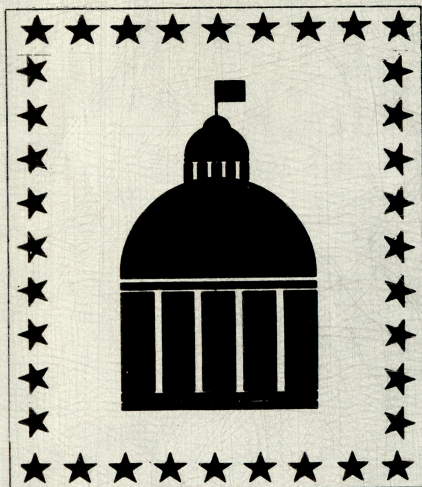
Compre ahora y ahorre.
Gangas en muchos artículos
Use Nuestro Plan Lay-Away

Tenemos empleados atentos y
bien entrenados para
servir a usted en sus compras

Bank of America/
First National/
Master Charge/VISA

En el Centro de San José

ELECCIONES EN SAN JOSE



ELECCIONES EN EL CIRCULO ARTISTICO Y LITERARIO DE SAN JOSE

El Circula Artístico y Literario de San Jose, que reúne en su seno a lo mas sobresaliente de la intelectualidad latino-americana, de habla castellana, llevó a cabo el día 25 de Enero pasado, asl Elecciones para elegir la Nueva Junta Directiva, para el período 1980-1981.

Después de un final dramático, en que los candidats para la Presidencia señor Karl R. Bernard y Jesús C. Casteneda, llevaban una votación duratne el escrutinio, resultó elegido el Sr. Castaneda por solo un voto de diferencia.

El resultado general de estas Elecciones fueron las siguientes:

- President — Jesus C. Casteneda de México
- 1re. Vocal — Karl R. Bernard
- Secretario — Patricia Leal de Colombia

2do. Vocal — Imma Ramírez

Bitschkus de Chile

Tesorero — Luis Iturriaga de Chile

3er. Vocal — Rudy Tenes de México

Historiador — Francisco Sierra de Cuba

Guardian — Mario G. Ramírez de México

Relaciones Publicas — Pedro Yáñez de México

Desde éstas páginas, enviamos a todos y cada una de los miembros elegidos, nuestras más calurosas felicitaciones, ya que ellos constituyen, muy merecidamente, ser la plana de mayor, jerarquía, para poder llevar adelante a la floreciente Institución Internacional en ddonde destacar grandes artistas y literatos de fama indiscutible.

Consideramos asimismo, la potencialidad de esta nueva Junta Directiva, que regirá los destinos del Circulo Artístico y Literario, de San José para poder resolver, con inteligencia y decisión, los grandes problemas pendientes y que requieren una solución eficaz, integral y efectiva.

Dr. Juan De Heras, D.C.

OFICINAS

QUIROPRACTICAS

Casos de Accidentes Automovilisticos Casa o Trabajo

TELEFONO 249-1244

2351 Forest Avenue San José
Directamente atras del ..
Valley Fair Shopping Center

MARQUETA & LADY FAIR DEL VALLE MARKET

Tiendas de la Gente / The People's Market



ANITA SARA DUARTE

IN THE SAN JOSE AREA 20 YEARS WITH
TWO LOCATIONS TO BETTER SERVE THE
COMMUNITY. OUR FRIENDLY, CONGENIAL
STAFF ARE YOUR GROCERY STORE
SPECIALISTS AND THEY WELCOME YOUR
PATRONAGE. WE FEATURE FRESH MEAT
DAILY. SE HABLA ESPANOL PARA
SERVIRLES MEJOR. NOPALES, FRUTAS
FRESCAS Y CARNES FRESCAS
TODOS LOS DIAS.

MARQUETA DEL VALLE

921 SOUTH FIRST STREET
SAN JOSE, CALIFORNIA

LADY FAIR MARKET

860 SOUTH WHITE ROAD
SAN JOSE, CALIFORNIA