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29th Year

No. 21/February 5, 1979



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Richard Diaz

ELFOTOGRAFO DE LAS ESTRELLAS

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Las Muecas de Mexicali post for the camera of Richard Diaz.

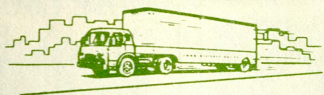


L-R: Jose Molina, security guard; R. Peña of San José City Police; Adolfo Nieto, security guard at Tropicana Twins. Officer

Peña was on duty Jan. 11—his birthday — truly commendable dedication.



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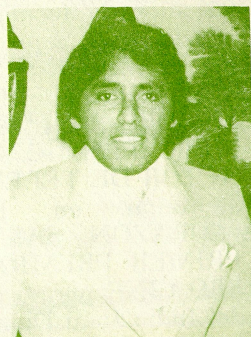
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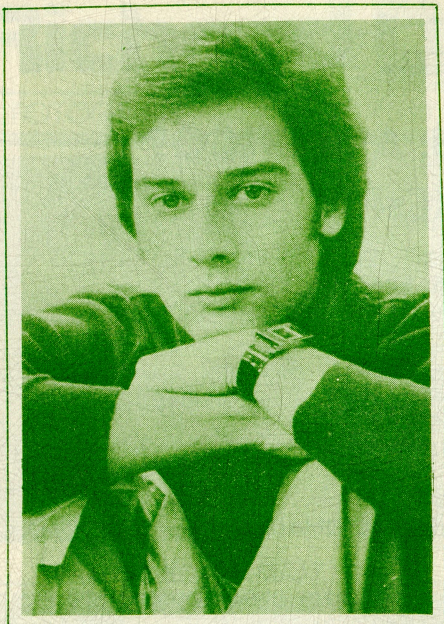
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Por primera vez en la historia de la A.C.E. (Asociación de Cronistas de New York), después de 25 años de formada, un mismo artista recibe 2 premios en la misma entrega. Este es el caso del actor-cantante FERNANDO ALLENDE, quien recibirá el PRIMER PREMIO AL MEJOR ACTOR DE TELEVISION por su actuación en la telenovela "CORAZON SALVAJE", y el PRIMER PREMIO EN EL RUBRO CINE por su caracterización del Indio Juan Diego en la película "LA VIRGEN DE GUADALUPE". Estas 2 importantes distinciones e serán entregadas en el Hotel Waldorf Astoria de la Ciudad de New York, el 22 de Marzo de 1979, en la fiesta anual de la A.C.E.

Esto reconfirma su excelente calidad como artista, que está en continua superación y le augura un futuro formidable en su carrera. □

JOSE LUCIANO MARTINEZ FALLECIO



MARTINEZ, Jose Luciano fue sepultado en San José, Ca., el 31 de enero, 1979. Señor Martinez, querido esposo de Señora Aurora De La Rosa Martinez de San José. Querido padre de Rose Marie, Anthony, Andrienne y Rafael Martinez (hijos de matrimonio anterior). Ruth Reyes, Rodolfo, Hugo, Nely Rivera, Diane Diaz, Selma Maldonado y Albert Martinez, todos de San José. Querido hermano de Ignacio G. Martinez y Alfonso G. Martinez, ambos de Mexico, D.F. y el difunto Francisco G. Martinez, que en paz descansa. Fue abuelo de 10 nietos. Nativo de Mexico, D.F., falleció a la edad de 62 años. Sr. Martinez fue muy activo como presidente de la Comisión Honorifica Mexicana en años pasados.

Servicios fúnebres fueron preparados por Lima Family Santa Clara Mortuary.

La Señora Aurora De La Rosa Martinez y familia agradecen las condolencias de amistades recibidas por el fallecimiento de su querido esposo. □

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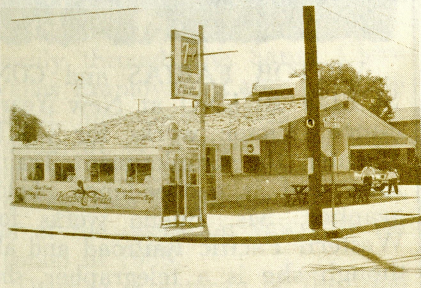
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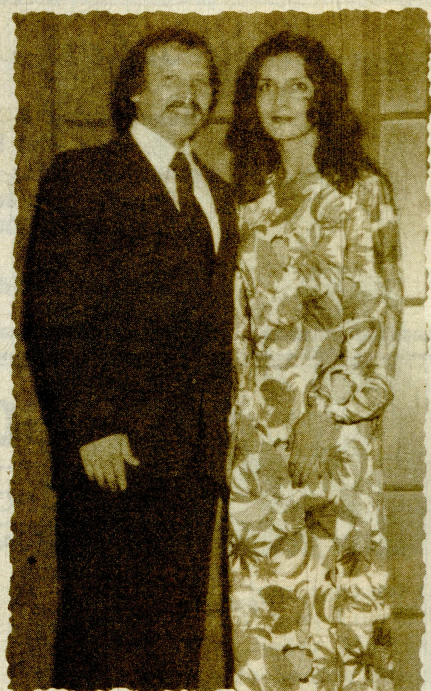
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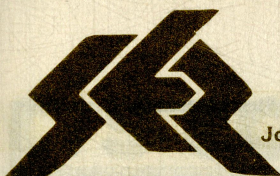
VICTOR FARIAS and **CON-**
SUELO BUENO at New Year's
dance. Victor works for C.E.T.
(Center for Employment Train-
ing) and is a free-lance photo-
grapher. Ms. Bueno works for
Western Pacific Railroad and al-
though she is a telegrapher, she
is not responsible for all the de-
railments. Bueno Consuelo o sea
Consuelo Bueno . . .

foto of Richard Diaz

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NEW SER EXECUTIVE DIRECTOR



SER, Jobs for Progress, Inc., a community based employment and training program funded primarily through the Santa Clara Valley Employment and Training Board, announced today the appointment of Alejandro L. Delgado as Executive-Director succeeding Jose E. Martinez, Director of the operation since its inception in 1968.

Delgado, a veteran of the SER operation since 1971, has acted as Martinez' deputy for the past year, and has spearheaded the dynamic growth of the operation since the establishment of Advanced Skilled Training Programs in early 1978.

A graduate of San Jose State, Mr. Delgado is a native of San Jose, married with two children, and very active in community organizations involved in all aspects of employment and training.

Starting as a project director for SER in a specialized program called Talent Search, Delgado has risen through the ranks to East

Court Training Center Director, Director of Administrative Services, and Associate Executive Director. Skilled in all areas of public administration, Delgado has been the primary talent SER has relied on for proposal budgeting, planning, and operational implementation.

Appointed from a field of five candidates, Delgado was selected based on his proven administrative ability. "Performance is a key indicator for future funding of any community based operation," Delgado states. "The days have passed when funding was granted simply because of community affiliation. The complex rules and regulations guiding the proper use of CETA monies for subcontractors requires a great deal of experience and an equal amount of administrative expertise." Mr. Delgado assumes the position today as Executive Director of a \$4 million operation employing over one hundred staff and serving 2500 client-trainees.

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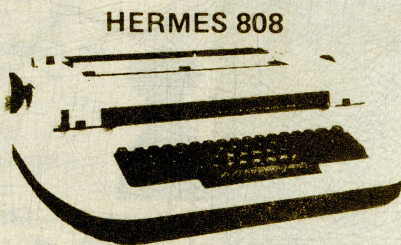
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BOBBY RODRIGUEZ & CO.

Bobby Rodriguez y La Compañia (. . . and The Company) have, in little more than a year, risen to the forefront of New York's highly competitive Salsa scene to become one of the most popular bands in the city. Much of the credit is due young band-leader — reedman-arranger-composer-vocalist Bobby Rodriguez, whose warmth and sincerity connected instantly with audiences wherever the band played in its early days. Add to this the infectious swing of Bobby's charts and crisp playing of The Company, one of Salsa's true ensembles, and you have the ingredients of success.

Bobby himself was born in Manhattan. His first instrument was clarinet; after organizing various bands in junior and high school, Bobby began gigging professionally with older brother Ray Rodriguez and his group, "Duro," while in his late teens. After doing a stint in the Army, Bobby returned to do odd dates

around town, including work on Joe Bataan's Salsoul album, on which Bobby played bass, flute, sax, bongoes, cowbell and sang on coro. In 1974, he took the big step and formed La Compañia, building up an enthusiastic following on the dance circuit, particularly at the clubs "Chico East", "Corso", and "Barney Google's" that word got back to Fania Promotion Director Alex Masucci of this highly talented young band. The guys were signed to the Vaya label in April of 1975; Ray Barretto, with whom the band had been sharing the bill at "Barney Google's", was to be producer of their first LP.

Released in the late summer of 1975, *Lead Me To That Beautiful Band* is probably the most successful debut album for a young group since Willie Colon's first recorded appearance in 1967. The first single release, "La Moral," became an immediate hit; its B side, "Pa' Borinquen Voy", was a smash in Puerto Rico. But more was yet to come as R&B stations, particularly WBLS in New York, picked up on "El Numero 6". Written by Ruben Blades, "Numero 6" is a slice-of-the-street tune about a bunch of guys waiting at the 125th Street IRT Station for the No. 6 Pelham Bay Line (which never comes) on their way to a party. Featuring a bright arrangement, cross-raps among the band midway through the tune, and train effects via flute horns, "Numero 6" was undoubtedly one of 1975's top Latin tunes.

Its success prompted a closer

look at the group, resulting in escalating record sales, concert dates, appearances outside of New York, and two more hits off the album: "Recuerdos De Arcano", a mellow charanga-based tune which got a lot of Jazz play, and the ballad "Don't Misunderstand Me", a particular favorite on the Coast. In all, five hits from the first album of this remarkable group.

The other members of La Compania include Junior Cordova and Jose Acosta, vocals; Eddie Hernandez, trombone; Joe Wohletz, trumpet; Al Dorsey, keyboards;

Tony Negron, bass; Jose De Leon, congas; Charlie Salinas, timbales and bongos; and George Martinez, equipment manager. Bobby plays flute, clarinet, sax, and joins in on chorus. One highlight of this band is their versatility: it is not uncommon, in the course of an extended set, to see them begin trading each other's instruments! Crowning this big year was their capture of Latin NY magazine's "Best New Band" Award at this year's music awards ceremonies, and opening for the Fania All-Stars at Madison Square Garden in March. □

ART MARTINEZ



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In the foto: Mr. and Mrs. Jose and Yaya Martinez, prop. of Zapata's Restaurant are being inter-

viewed by Rick Carrol, S.F. Chronicle Newspaper's Bureau Chief for the Santa Clara County.



Introducing Mr. and Mrs. George y Maria Cruz, props. of THE HIDEOUT LOUNGE, located at 1347 E. Julian St. (antes el Balcony Lounge). In the foto from l-r: Security Guard, Joe; bartender Frances; Mr. and Mrs. Cruz, los patroncitos; Carlos Za-

mora, your host and manager; back row: Monico, Jose Luis, Ruben and George, todos de la fabulosa, LOS GRANDES BAND now playing five nights a week at the HIDEOUT LOUNGE. "Para las escondidas, no hay como el HIDE-OUT".

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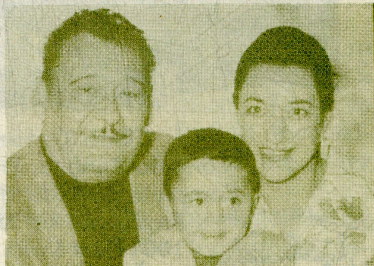
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THE PUNCH BOWL



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Latin touch
HULLO LUV! HOLA CA-
RINO! ALLO, ALLAH, como va
la cosa . . .



THE LOVE MARKET

. . . It's going to take a lot of love to get us through the night . . . It's going to take a lot of love to change the way things are . . . so if you are there waiting . . . I'm there waiting too . . .' (Lyrics of a new popular song.)

A rending loneliness, an unbearable sadness, a hand reaching for a stranger's hand, to touch, to find one another . . . Love still makes the world go around, and there are many publications that know it.

What goes on in the love market?

You'd be surprised to know how many males crave a relationship with 'exceptionally, buxom laughing lady.' Most of the singles who advertise are fond of discovering quaint and romantic dining places. Who would pay the bill I wonder, now that man also are liberated?

A creative writer would like to meet affluent older lady; age, race, unimportant. Elementary, my dear Watson!

One single w/m (white male) wants to meet a one legged or one armed sweet girl and protect . . . ah, the weirdos; there are many of them seeking overweight earth mamas. A lady wants to meet a college professor to go dutch-treat for lunch.

A handyman w/m seeks women with no one to do their household chores . . . he doesn't say how much he charges, but it's by the hour, no doubt, and no windows.

And then we get to the verrry rich, old men from Florida advertising for young unliberated Mexican or Latin American girls no older than 22.

A main preoccupation of advertising singles is whether or not a person smokes or drinks. For many that's all they require; a non smoking and non drinking chick, or a moderate social drinker, or a drinker who would engage in lively chats by the fireside. (Don't these advertisers know that alcoholics would never admit to their addiction, and that smoking is just a habit, not permanent like the color of your eyes?)

Many ladies who advertise in the lonely heart's column list such qualifications as this: "Lady in the living room, fun in the bedroom. What if it turns the other way around?"

Now me, I'm known for being lots of fun in the livingroom, especially when I entertain . . . and a chaste and devoted lady in the bedroom when I say my prayers

before going nite-nite.

Here is one ad for the Punch Bowl: "Ugly lavender extraterrestrial writer seeks earthling females for realistic interstellar character communications and galactic friendships. Igor, Box 207, San Francisco, CA 94101. Whether for real or sheer science fiction, you're welcome to investi-

And then there are the European w/m's who speak several languages and are seeking American born females, any age, any race. Visa, anyone?

Next are the astrology devotees, hundreds of them!

Few blacks advertise in singles publications, and when they do, some state 'b/m (in this case, black male, rather than the more familiar hospital cliché), dark hair, brown eyes . . ." X

I guess if a Latin wanted to advertise, h/she would prefer to use a Latin paper such as "Confidencias," (P.O. Box 1927, Mexico D.F.)

When I was a spirited 19 year old in medical school I placed an ad in a newspaper in Buenos Aires seeking to correspond 'with anybody from any corner of the world.' I still treasure letters some beautiful people wrote — so why not be adventurous? Try it—you may like it!

Perhaps your school or college has foreign language programs that encourage pen pal-ing. Or try the libraries. Whatever your route, stick to platonic relationships until you know more about your new friend. Do not wear your heart on your sleeve, do not confess anything, imagined or not, and be your own lovely self, sincere and honest.

24 . . . Honesty is such a lonely word . . . everyone is so untrue
. . . honesty is hardly ever heard



and is mostly what I need from you . . .' Another new song warns you to beware of strangers but not too much, lest you be saying no to new relationships.

Well, all is well! Cio, au revoir, hasta la otra ché. The sails are up, the vessel will not linger, farewell, 'til we meet again, sometime, somewhere. The king is ill at east and calls for thee. With one more drink for the road, I wish you love, peace and joy! □

Dr. Juan De Heras, D.C.

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DANIEL SALDAÑA



Enero 25 de 1979

Sr. Licenciado Don José Lopez Portillo
Presidente Constitucional de los Estados Unidos Mexicanos
Palacio Nacional, México D.F.
Ciudadano Presidente:

La presente va con el fin de informar a Ud. de la desastrosa propaganda que se hace a México en este país y que se refleja en el trato que reciben los Mexicanos que emigran con el solo propósito de ganar honradamente el sustento para ellos y poder mandar alguna ayuda para sus familiares, que han quedado alla en la patria y en la cual no encuentran forma de trabajar, que les de lo indispensable para su subsistencia.

Se recalca en las publicaciones norteamericanas, y tal vez es la verdad, que los Mexicanos salen de México por hambre, que la alimentación en sus lugares de origen es solamente de frijoles y tortillas, aun cuando me parece exagerado, creo que no esta muy lejos de la verdad.

Lo peor de esta situación es que los que emigran en forma legal o ilegal son los jovenes, aquellos de quien México puede esperar la fuerza que el país necesita para su progreso y que sólo cruzando la frontera puede encontrar mejores horizontes, solo las juventudes preparadas pueden forjar; si la juventud Mexicana cree que solo cruzando la frontera puede encontrar mejores horizontes, se perdera esa fuerza de la juventud que Mexico necesita.

No se puede negar que todos los pueblos de la tierra tienen problemas con el aumento de la población y la falta de centros de trabajo que ocupen a esa superpoblación, pero el problema de México se agudiza por el contraste con el coloso del norte, por su potencial económico y tecnológico. Sin embargo la extensión territorial de México puede abastecer las necesidades de su población, si se aprovecha el esfuerzo de su juventud, que en lugar de trabajar en su patria, sale a dar ese esfuerzo a otro país.

Si México se preocupa por hacer producir las tierras disponibles, dotándolas de canales de irrigación, si los terreros ociosos se usan para la cria de ganado, si se establecen industrias que fabriquen productos de consumo nacional, ocupando directivos, capital y mano de obra nacional, los Mexicanos no tendrán que dejar su patria para ganar el sustento.

Creo que el futuro de México esta en su juventud; pero si esa juventud encuentra que vive mejor fuera de México, perderá el amor a su patria y no volverá a ella, perdiendose así este valioso potencial humano, que con su esfuerzo ayuda a la prosperidad del país en donde radica y que no es su patria.

La bonanza que se avecina con el descubrimiento de ricos mantos petrolíferos, bien puede usarse en obras en que se ocupe la mano de obra de la juventud nacional y a la vez aumentar la producción de los artículos y mercancías que México necesita.

Sería triste para México y para los Mexicanos que la bonanza del petroleo sólo sirva para que se amacen inmensas fortunas para unos cuantos, como ha sucedido en administraciones anteriores.

Esperando Sr. Presidente de su patriotismo y de su integridad, que sacrifique la ambición de unos cuantos, para lograr el bienestar de todos, quedo de usted su atento y seguro servidor.

Respetuosamente,
Daniel G. Saldaña

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EARTHQUAKES RUMBLINGS

SAN JOSE

Soccer, el Deporte de Ayer . . . Ahora!



QUAKES CONCLUDE FIRST DAY OF TRAINING; CALLOWAY TO CAPTAIN CLUB IN 1979; FIVE PRESEASON CONTESTS SLATED

With the first day of the San Jose Earthquakes sixth annual spring training camp completed, head coach Terry Fisher today announced that he has selected veteran defender Laurie Calloway to captain the club in the coming season.

In making the announcement, Fisher emphasized his coaching philosophy and its bearing on Calloway's appointment.

"Those players who will form our roster must demonstrate character, determination, leadership, emotional control and fundamental trust. Along with these characteristics they must place the priority of team first, self second.

"In keeping with these ideas I have appointed Laurie Calloway as our team captain. His expe-

rience, enthusiasm and determination shall serve as a standard for our players."

Calloway joined the Earthquakes in the club's initial NASL season in 1974 and played in 19 games as San Jose placed second in the old Western Division and qualified for the playoffs. The following season, Calloway was an All-NASL choice at his fullback position. In 1976, the 5-10, 170 lb. Englander was a mainstay on the Earthquakes "No Goal Patrol," San Jose's defensive unit which helped boost the club to the Southern Division title. Calloway, 33, picked up where he left off in 1977, earning the club's Most Valuable Player award and is returning to the Quakes after a 1978 coaching stint in the American Soccer League.

"It is indeed an honor to be selected as captain of this team," commented Calloway from the Quakes West Valley College training site. "I have played with this club for four seasons and have always had a great feeling for the players here. I have always tried to demonstrate my ability as a leader. I don't think enough emphasis is placed on the role of team captain. I feel it is an important position on the club and I will do my best to carry it out."

QUAKES ANNOUNCE FIVE-GAME PRESEASON SLATE

The San Jose Earthquakes have announced a five-game preseason slate in preparation for the 1979 North American Soccer League

campaign. Three local dates have been scheduled at P.A.L. Stadium in San Jose in addition to games in Anaheim against the California Surf and Tucson against the Dallas Tornado.

"The three games we will play locally are benefit games," commented Earthquakes GM Ben Reichmuth. "We are happy to be able to help the San Jose State athletic program, California Youth Soccer Association (CYSA) and the Police Activities League (P.A.L.). This is in keeping with our determination to help develop the sport of soccer."

SAN JOSE EARTHQUAKES 1979 PRESEASON SCHEDULE:

Sunday, Feb. 25 vs. California Surf, P.A.L. Stadium, 1:30 p.m.;

Friday, March 2 vs. Los Angeles Aztecs, P.A.L. Stadium, 8:00 p.m.;

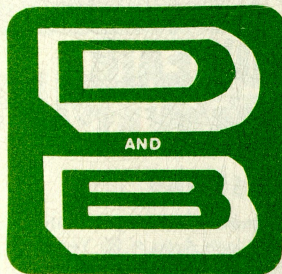
Sunday, March 11 vs. Dallas Tornado, P.A.L. Stadium, 1:30 p.m.;

Friday, March 16 at California Surf, La Mirada, 7:30 p.m.;

Sunday, March 18 at Dallas Tornado, U. of Arizona, 12:30 p.m. (PDT).



Ticket prices for the Quakes preseason matches are \$3.00 for adults and \$1.50 for youths under 18. All tickets are general admission. More information can be obtained by calling the San Jose Earthquakes offices at 998-5425. Tickets can be purchased at the gate before each game. □

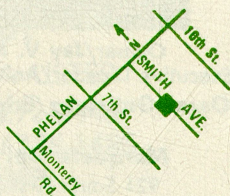


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Sitting/Mary Saiz, Standing left to right Sally Caglia,
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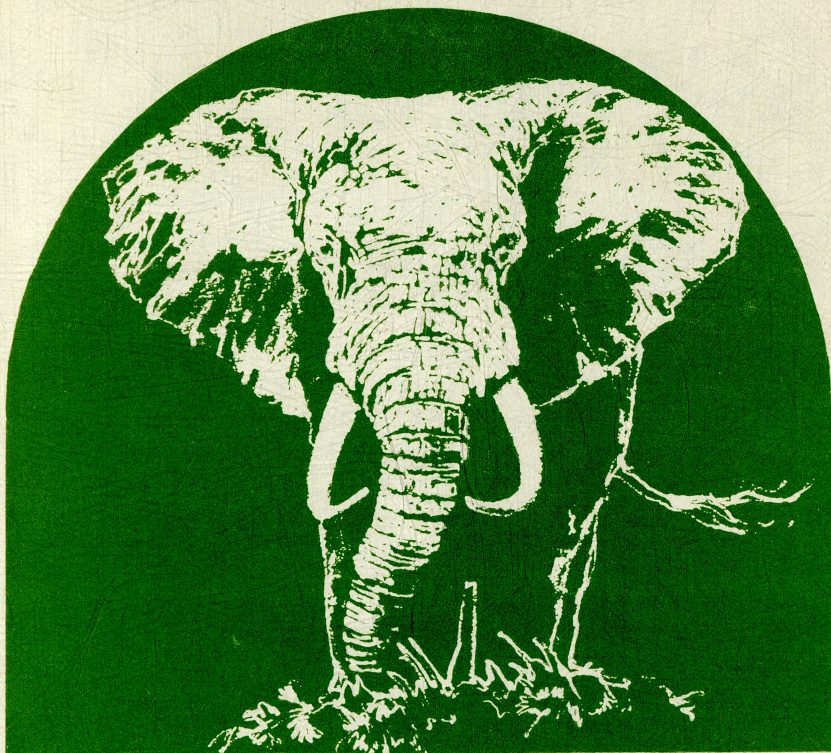
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