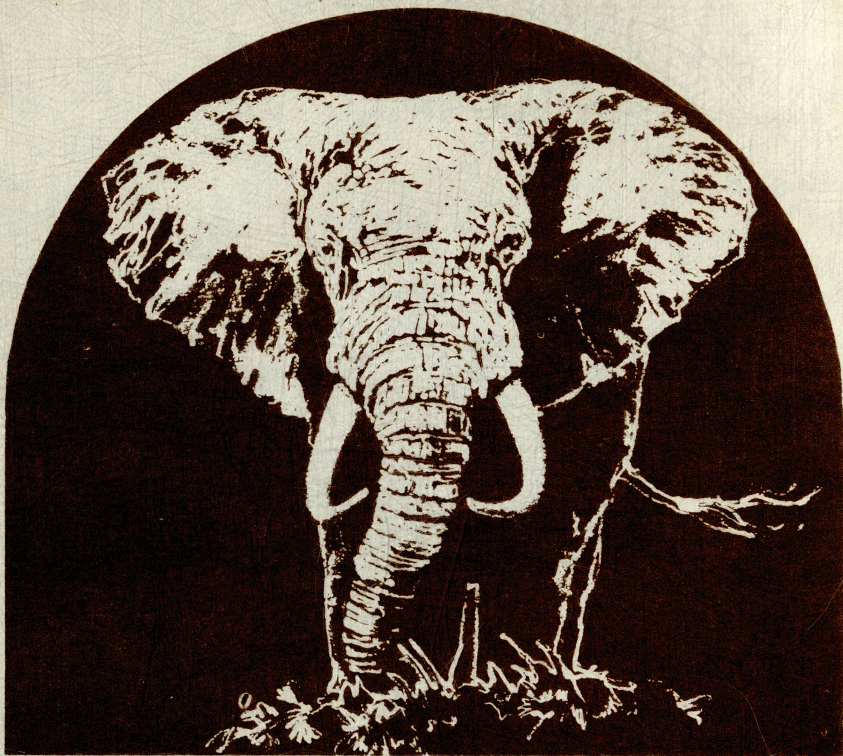


30th Year,
El Excentrico
No. 10, September 5, 1979



Senorita NORMA ORNELLA,
Queen of
La Fiesta Del Pueblo, 1979,
Mexican Consul FERNANDO BOTELLO
and her Court.



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



Lucha Villa Fan Club Members
present their



1st Annual Christmas Dance

on Saturday, December 22, 1979
Lettermen's Hall

425 N. Fourth Street, San José, California
Dance from 8:00 P.M. to 1:00 A.M.

Music/Los Paisanos

Donation \$15.00 per Person—
Includes drinks and hors d'oeuvres

El Excentrico

HUMBERTO GARCIA, SR.
Founder 1949 to 1974

Publisher/Editor
BERT GARCIA

Co-Publisher
MARC GARCIA

Associate Director
ANGELA DIAZ

Public Relations
RUDY BELLOUMINI

Consulting Editor
DANIEL G. SALDANA

Graphic Artist
JOHN MORALES

Photographer
RICHARD DIAZ

Production
MANUEL FERNANDEZ

CONTRIBUTORS

Gloria Kharis Arvil

Luis G. Juarez

Jesus Orosco

30th Year, No.10, Sept 5, 1979

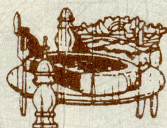
CONTENTS

Richard Diaz	5
Karl Bernard	7
Mexican Leader Visits	9
Community Events	11
Images of an Artist	13
Opiñion	15
Con Salsa	16
G.I. Forum	23
Galeria	26
Car Tips	28

GARCIA Enterprises
274 Terraine Street
San José, California 95110
408/294-4040

FOR SALE!!

FAST FOOD - MEXICAN DELI
NICE LITTLE PLACE
GREAT OPPORTUNITY
FOR FOOD TO TAKE OUT BUSINESS
Contact Mr. Aguilar
293-4560
Between 2 pm - 5 pm



EL MADERO

FINE MEXICAN &
AMERICAN FOOD

Lupe & Elida Valdez,
Prop.

(408) 279-9333

131 W. SANTA CLARA ST., SAN JOSE, CA 95113
VIVA NUESTRA PATRIA EN SU FECHA
MEMORABLE "EL 16 DE SEPTIEMBRE"

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.

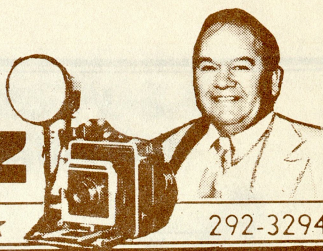
I WILL HELP YOU REUNITE THE
SEPARATED AND GIVE HELPFUL
ADVICE ON LOVE, MARRIAGE,
BUSINESS, JOBS, FAMILY
TROUBLES IN THE HOME, FEAR
- AND NERVOUSNESS, I WILL
BREAK ALL EVIL INFLUENCES &
BAD LUCKS OF ALL KINDS.
I WILL CALL YOUR FRIENDS &
ENEMIES BY NAME.

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

Richard Diaz

ELFOTOGRAFO DE LAS ESTRELLAS ☆☆☆

292-3294



Attending the coronation of Radio KAZA's queen at the Santa Clara County Fairgrounds, two second generation V.I.P. Veronica Rodriguez (KAZA) and queen of the Lucha Villa Fan Club next to Veronica, Gabe Delgado, son of Arnulfo Delgado, Film Producer.



Highlighting the Coronation of Radio KAZA's Queen was the presentation of her trophy which was donated by the Lucha Villa Fan Club. In photo l to r—Carlos Cornel (KAZA DP), Vera Diaz

(Lucha Villa Fan Club Chairwoman) and Angelica de La Cerda (LVFC Chairwoman), 1979 Queen of Radio KAZA Patricia Hernandez and Jose Lopez (KAZA).

MUDANZAS INTERNACIONALES MEXICANAS



**OFICINAS EN:
SAN JOSE,
CALIFORNIA**

12 So. First St., Suite #813
San Jose, Ca. 95113
Telefono: 408/293-4350

**PARA MUDANZAS A CUALQUIER PUNTO DE LA
REPUBLICA MEXICANA, CONSULTE CON
NOSOTROS SIN COMPROMISO.**

- MUDANZAS ATENDIDAS POR PROFESIONALES
- PRESUPUESTOS GRATIS EN SU DOMICILIO
- AGENTES EN TODO MEXICO PARA ECONOMIZAR TIEMPO Y DINERO
- TODA MERCANCIA VIAJA ASEGURADA CONTRA TODO RIESGO
- SERVICIO COMPLETO CON TODAS LAS NECESIDADES
- CONTAMOS CON NUESTRO PRO PROPIOS CAMIONES

**LOS ANGELES,
CALIFORNIA**

10517 Long Beach Blvd.
Lynwood, Ca. 90262
Telefono: 213/564-6962
620-6256

GUADALAJARA, JAL.

Calle 64 #730 S. L.
Guadalajara, Jal.
Telefono: 43-09-30

El Chapparral Super

Donde Más Barato Dan



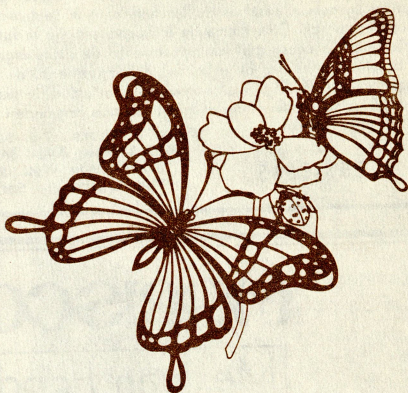
Clodo Carrazana, Yanna Duprel,
Conrado Zanolto, Fred Zanolto y Frank Morua.
Completo Surtido de Verduros, Carnes Frescas
Productos de México y Sud América

1001 East Santa Clara St., San José, Ca.
408/998-8028 - 998-2107



A MI QUERIDA ESPOSA OLLIE MAE BERNARD

Miro el tiempo ido a travéz de
nuestras vidas,
cuando escucho el eco lejano,
de tus ternuras,
hecha música para mi alma;
cuando me dejo llevar por el
oleaje maravillosos,
de nuestros mútuos sentimientos;
cuando mi espíritu ve pasar la
hermosa
prosección de tus virtudes,
envuelta
con el hálito de tu gran amor;
cuando el péndulo del tiempo,
va marcando
las horas que se van yendo,
dejando tras de sí,
memorias inolvidables;
cuando en tu carita de cielo,
se reflejan, la esquisita dulzura
que esconde tu tierno corazón;
cuando tomados de la mano
caminamos
por los senderos de las ilusiones,
buscando la perfecta felicidad;
cuando surge radiante, puro
y divina
la música del amor,
como una hostia invisible
en el cáliz de nuestros corazones;
Por que tú, con la fragancia
de tu carino,
iluminaste el sendero de mis
horas triestes.
Por que tú, con la sonrisa
de tu alma
supiste enternecer, la dureza
de mi espíritu.
Porque tú, con la aureola de tu
sentimiento,
llenaste de momentos gloriosos,
la dramática vivencia de mi
fantasía,
para entonar con acento triunfal,

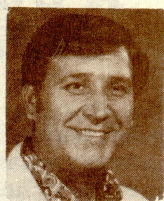


el Himno a la Vida.
Porque tú, con tus desvelos
y fatigas,
pertetuaste en la profundidad
de mi corazón,
la GRATITUD inmensa,
como premio a tu gran amor,
transformado en una obra
excelsa.
Y pasarán los años reflejando
al mundo,
el eco de nuestros cantares;
y brillará el Sol más
intensamente,
en el firmamento,
y sus rayos misteriosos quemarán
las voces,
que escucharon nuestras almas,
y subirán entonces, a la
eternidad,
en holocáusto a nuestro Amor,
envuelto en el cendal de humos,
nuestros corazones,
para permanecer allá,
eternamente.
Mientras tanto, que el
fresco aroma
de la Flor de mi cariño, te
cubra de besos,
hoy, mañana y siempre.
¡FELIZ COMPLEANO!!!!

Karl R. Bernard

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 QUIROPRACTICO buscará las causas de este mal funcionamiento de sus órganos con análisis científicos quiroprácticos. El doctor consultará con usted de sus problemas de Salud para determinar si usted es de aquellas personas que responden a los tratamientos Quiroprácticos. Sin compromiso.



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

1621 E. Santa Clara

MARISCOS INDA

Mexican Food/Sea Food

ALMEJAS OSTIONES

Jugo De Camaron

Cotcel De Abulon

Pescado

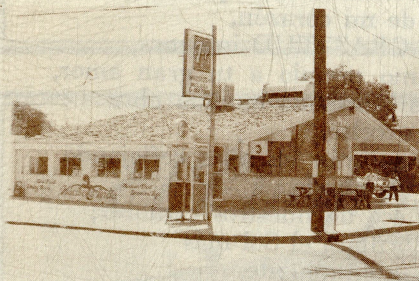
Sun-Thurs

11-11:00 P.M.

Carne Asada

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

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



MEXICAN LEADER VISITS

by MARK JOHNSON

"I came to San Jose," said Gov. Griselda Alvarez Ponce de Leon, "because I learned of the feminist women's democratic movement here. I understand that women are occupying the positions of president of the municipal council as well as president of a university."

Ms. Alvarez, governor of the state of Colima in Mexico, did meet with San Jose Mayor Janet Gray Hayes and San Jose State University President Gail Fullerton during her two-day stay in San Jose.

Gov. Alvarez is as symbolic of the changing roles of women as San Jose's celebrated mayor and university president. As governor of Colima, she is the first woman to be governor of a province in any Latin American country.

"For 25 years, the law of Mexico has provided political equality in voice as well as in vote," she explained through U.S. Department interpreter Ted Herrera. "Prior to my election, women have filled the positions of municipal presidents (mayors), council members, members of congress—these are growing in numbers—and senators.

"This is the culmination of an effort and makes us feel that there has been a true advance in Mexican democracy."

Before her election to the governorship in March with a resounding 72 percent of the popular vote, she served in the Mexican senate from Colima for three years. She also has held important government positions in health and welfare. A magna cum laude graduate of the University of



Mexico in Spanish literature, she also holds elementary and specialized teaching credentials, and has published several collections of verse and fiction. Some of her work appears in the anthology "Ten Women in 20th Century Mexican Poetry."

When she sat down with Mayor Hayes, however, the conversation was more political than literary.

"We had a friendly social visit on various topics of common interest," Gov. Alvarez reported. "These were problems that concern me in my forthcoming administration, of an administrative and political nature. I also told her I desire that, once I am sworn in, she will come to visit us."

Gov. Alvarez spoke lovingly of "my small entity" of Colima, a province of slightly more than 2,000 square miles on the Pacific Coast due west of Mexico City and about 600 miles north of Acapulco.

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

SPANISH-ENGLISH LANGUAGE SERVICES

Income Tax Service

Servicios de Secretaría y Correspondencia en
español tramites de Inmigración y

Servicio de Notaría

AURORA D. MARTINEZ

80 South First St., San Jose 408/297-6166/297-4976

Berg's

MEN'S WEAR

Ropa para el
Caballero Elegante

Robert, Vincent, Bernie,
'Mary (Fela), Mario, Teri y Oliver

Abierto Diariamente

Hasta las 6:00 p.m.

Los Viernes hasta las 7:00 p.m.

52 S. FIRST STREET



WESTGATE SHOPPING CENTER

Open every weeknight till 9:30

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

COMMUNITY EVENTS



BY RUDY G. BELLUOMINI

Conversando con otros es casi igual como manejando un auto, uno debe de asegurarse que el seso está engolfado, antes de que la lengua este un su "cambio de marcha".



Introducing "Belia," new owner of LAS ROSITA'S BAR & RESTAURANT, located at 460 E. Williams St., who not only is she a good business person, but has a heart of gold por su gente. Most of us oldies, know Belia to be very much in tune to spiritual endeavors y como Chicana, tiene un corazon muy Mexicano. Belia "una rosa entre tanta espine," has the following message para nuestra gente: WE THE CHICANOS! I have a question to ask my fellow Chicanos: what does Chicano really mean??? I have always considered myself as a Mexicana. Those of us born here are now called Chicanos or Chicanas, fine with me, but somewhere along the

line, I heard Chicanos were presumed to be more educated Mexican Americans who are getting it together in a united we stand por la Raza. Well, are we forgetting what united and togetherness really means anymore? Why do I ask? Well, for one thing, I always wondered what difference did it make if we are called Mexican or Chicano; all I know is that some of us are born in Mexico and others in the U.S. And as far as other races are concerned, we all look the same. Yet, at one time or another, our roots came from Mexico, right??? In fact, California was part of Mexico at one time. Ever since I can remember, and even now, we tear each other apart by complaining that those Mexicans are taking our jobs away, yet are we willing to do the so-called dirty work they are willing to take? Then there are those Mexicans who complain that because they don't speak English,

we take advantage of them by not paying a proper wage, etc. In spite of it all, we are all fighting for the same things; so why can't we show respect for each other and when we feel like criticando, let's not use each other as a scapegoat. Perhaps instead of blaming each other for any misfortunes, let's think about it and ask ourselves, "Whos should we really blame?"

óNate: Due to lack of space, Belia's thoughts will continue at a later date. Gracias . . .

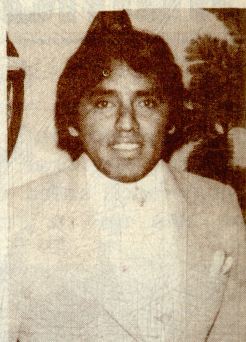
The theme will be, "What is it with this "Chicano Power?"" (Dale gas, Belia).



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



LAS CAZUELAS

Aqui 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.

Chez Angele Perfumes

"Directly From France"

Jewelry 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

IMAGES OF AN ARTIST

Sarah Cipollone



Walking along Miami Beach recently with a good friend whom I had not seen for about two years, and discussing our past together and our plans for the future, I wondered what kind of an influence her Cuban background may have had upon her decision to become an artist. My question was not necessarily answered, but it did lead to a long discussion about art, life and their meanings.

Nelly began our conversation. "A different culture triggers one's perception of things. I was able to understand and communicate visually as a child." She meant visually as opposed to verbally, of course, having come from another country. "It was an individual and personal expression. I had to deal with that problem of language. It was the way I could understand reality." Compared with what really happened, "my emo-

tions told me something else. You can't separate personal experience from art. If this is reality, for example coming from Cuba, it is more emotional and so my expression is more powerful because it is a visual expression of that emotional experience. It is a transition from the self (ie: perceptual) to the physical. It's like growing up. You're always taking on a new responsibility. In art you are taking on the responsibility of making a unique and strong statement about life. Some people find the truth in a partner, business or lifestyle. I find mine in art."

This responsibility came for Nelly Zamora only years after having to give up her childhood dream of returning to her native Cuba. She came to the U.S. at the age of nine with part of her family. Her father was not reunited

with them for four years, and this indeed must have colored her perceptions of life. She grew up in Miami, and later attended Miami-Dade Community College in the pursuit of a career in art. She later received her B.A. in the Fine Arts and her M.A. in Art Education from the University of South Florida. After graduating, she received a Cintas Foundation Fellowship to further advance artistic studies. She chose this opportunity to travel to Europe for fresh ideas. Zamora is currently the Chairman of the Art Department at Halifax High School in South Boston, Virginia. In addition to her teaching duties there, she is involved in the community through her art work. She participated in the first art festival in that town, her work has been exhibited, and she is a member of the Virginia Museum.

As our conversation continued, I asked Nelly what medium she preferred for her own work. Her response was immediate. "The strongest, most direct two-dimensional mixed-media because of the pleasure I receive from the variation of textured and unstructured things. It's like life. It has much variety. There is an emotion felt in each of us and when that comes out, this is more powerful than reality itself. Freedom of expression also comes into the picture because of more choices to achieve the freedom of your imagination. Like life, the aim of art is permanence. I am (also) into welding because it is more permanent than pen and ink. Even if you throw it away, it is hard to destroy."

Another symbol which can be seen often in the work of Zamora is a seashell. "The spiral is always is the spiral, often in the form of integrated to show continuum and

motion or the constant evolution of the things of life. The shell shows change." The pyramid becomes a symbol for spirituality for the artist. The three points for her represent a higher form of consciousness. As a devout believer, the artist expresses her feelings "about personal beliefs of a higher being. This is done through all symbols. The transition of life and the self. I'm living the life of an artist. I express how I feel at all times. I have made a commitment to the world of expression.."

This commitment can only be understood by those who know Nelly. Art is primarily her interpretation of life. It is her way of coping if you will. The emotions play a very strong part in her work. The emotions which cannot always be expressed through language, most certainly are through her art. Can this be attributed to her Cuban or Latino temperament? Having known the artist for quite some time, I would venture to say "yes, como que no?" The search for reality is another theme which is examined in her paintings and sculptures. To see the grotesquely enlarged forms and the colorful, yet unrealistic settings forces one to wonder what the artist had in mind when choosing her background. One would be faced with the question, "Can there really be lifelike Chess board characters? Maybe," he might reflect," that is the true reality after all."

Above all is the artist's need to express herself. About the countryside and environment in which she currently resides, Nelly says, "it is becoming part of my imagery. I see people in the trees."



Opinión

by LUIS JUAREZ



by LUIS JUAREZ

Hispanics made the greatest gains in federal jobs under President Nixon, according to IMAGE, the organization concerned with obtaining government jobs for Hispanics.

Hispanics gained about 8,000 jobs during the Nixon years while overall federal employment declined by about 22,000 jobs.

Since then, we have seen changes in administrations. We have seen President Carter offer a plan to reorganize the federal civil rights efforts and we have seen Congress approve equal employment opportunity reorganization.

But throughout this period, the Hispanic community has been involved as an observer rather than a participant, according to an article written by Roger Langley for Hispanic Business Magazine. According to the Equal Employment Opportunity Commission, Hispanics are the most under-represented group in government.

There are 2.4 million civilians in the federal work force. Only 83,394, or about 3.4 percent of these workers, are Hispanics. Hispanics represent more than 7 percent of the country's population, and the 1980 census is expected to show a considerable increase in that percentage.

The chairman of the Congressional Hispanic Caucus, Edward

Roybal, D-Calif., says: "For many in the federal government, equal employment opportunity and affirmative action plans do not apply to Hispanics.

Hispanic Business Magazine says that in all of government, there are only 56 Hispanics in top federal jobs paying more than \$44,000 a year.

This writer has had a feeling for some time that the principal reason Hispanics have made little gains in federal appointments is largely due to the insensitivity of President Carter and his Southern staff of advisers toward the Hispanic population.

We must remember that the president and his advisers have had little or no contact with Hispanics and much less with Chicanos who reside in the Southwest. The fact that 80 percent of the Hispanic vote went to Carter during the presidential election apparently did not make much of an impression on his advisers or the president himself.

Hispanic voters should keep this in mind in 1980 when they go to the polls. I personally believe we have a man in California who can be a better leader for our nation. He is Gov. Edmund G. Brown, Jr.

Brown has demonstrated his understanding, appreciation and confidence in Chicanos by the numerous appointments he has made in state government and to the judiciary.

Meanwhile, the governor has been a strong supporter of our most needy Chicanos, the farmworkers, in their struggle for fair labor conditions. For these reasons, I would like to see Jerry Brown voted in the White House next year.

C/S CON SALSA



EDDIE RIVERA

Eddie "Gua Gua" Rivera is the crazy bass player for Harlow. Listen to his mean riffs.



ISMAEL C

One of the stars of the last 10 years. One of the great in the Salsa scene.



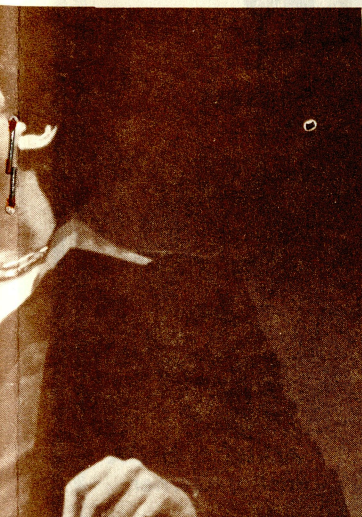
RAY CASTRO

Percussionist Castro, one who richly deserves mucho credit but is not heard from, only his steady beats. Vaya.



CHIVIRICO

El Hermano C. One of the other of those Salseros around the city who has always been a Chivirico.



QUINTANA
steadiest singers of
s. Quintana a true
alsa field.



VIRGINIA LOPEZ
You can coun the days. Vir-
ginia Lopez will remain unknown.
Remember the name.



DAVILA
Chivirico is an-
finger' poppin
for awhile. I've
ivirico fan.



HECTOR CASANOVA
Hector took over from the
legendary Pete "El Conde" Rodri-
quez in Johnny Pacheco's band.
He proceeded to create a string of
hits.



CALIFORNIA VALLEY

PROPERTIES, INC.

996 Minnesota Ave., Suite 203, San Jose, Ca. 95125
408/286-6833



JOE ALVARADO
Realtor/Owner
"APARTAMENTOS
Y
CASAS
DE RENTAS"

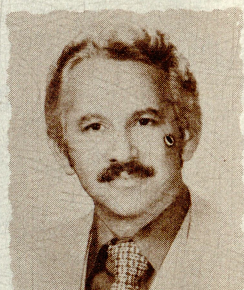
DOLORES DE CABEZA?

Enjoy the benefits of
Real Estate without the
"HEADACHES"

**COMPLETE PROFESSIONAL
PROPERTY
MANAGEMENT**

& INVESTMENT SERVICES

**PIENSA VENDER
SU CASA?
\$500.00 DESCUENTO
CON ESTE
ANUNCIO!!**



AUGIE GARCIA
Realtor/Owner

"VENTA DE CASAS"
FHA, VA, CONV.

MARQUETA & LADY FAIR DEL VALLE & MARKET

Tiendas de la Gente / The People's Market



Proprietor/Jay Morgan
Proprietress/Anita Sara Duarte

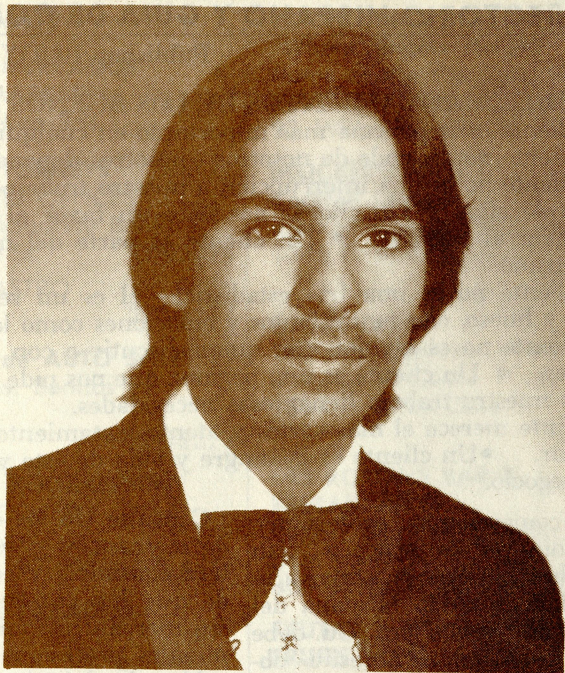
Oscar Gutierrez/Edgar Sanchez
Marqueta Del Valle
921 South First Street
San José, California 95110

297-6370, 30 S. Second St.

We Feature Fresh Meat Daily
In the San Jose Area • 20 Years to
Serve You • Now Two Locations to
Serve Our Community • Specialists
in Grocery Store • Friendly
Congenial Staff • We Welcome Your
Patronage • Bilingual
Nopales, frutas, frescas, carne
fresca todos los días.
Se Habla Español
para servirles mejor

Serving the Area for Over
20 Years with Quality Service
Lady Fair Market
860 South White Road
San José, California 95127

David Mendoza



David Mendoza of San Jose, enlisted in the United States Army. He left San Jose August 3, 1979 and is now stationed at Fort

Knox, Kentucky. David's father, Dario Mendoza, Sr., and the rest of his family send their love . . .

THE HEAD OF HAIR

by Mr. Wilfred



20 percent
off with ad

Se Habla Español

HAIR TREATMENT CENTER

"WE SPECIALIZE IN THE NATURAL LOOK,
CARRY PROFESSIONAL HAIR CARE PRODUCTS,
HAVE PROFESSIONAL ATTITUDES & YOU'LL LOVE
ALL OF OUR WORK"

- TWO LOCATIONS IN SAN JOSE -

THE HAIR AFFAIR

35 SO. 4th ST.

1/2 BLK. FROM S.J. STATE

OPEN 7 DAYS 9 A.M. TO 9 P.M.
EVENINGS & SUNDAYS BY APPT.

"QUICK SERVICE A SPECIALITY"

294-4086

WALK IN AVAILABLE

THE HEAD OF HAIR

678 NO. 1st ST.

NEAR TAYLOR (IN HOUSE)

FREE PARKING IN REAR

"PERSONALIZED ATTENTION"

297-1420

BY APPOINTMENT ONLY

★★★★ UNISEX SALONS ★★★★★



SALONS ALSO LOCATED IN FRESNO ★ ★ HOLLYWOOD ★ ★

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

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



RUDY BELLOUMINI

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

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

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

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

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

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

— SAN JOSE —

ABARROTES y MERCADOS

FOOD BOWL MARKET
Esq. 33rd y McKee Rds.

ABOGADOS-ATTORNEYS

BOCCARDO LAW OFFICES
Edificio del Community Bank
111 W. St. John St. 298-5678

Lic. WILTON CASTRO
601 N. First St. 280-1117

AUTOS: Venta de AUTO SALES

ERNIE'S "Buenos, Bonitos y Baratos"
306 N. First St. 297-3377

ACCOUNTING, BOOKKEEPING

JORGE W. DICOCHEA
Public Accountant
295-2020/293-4756

ARTICULOS IMPORTADOS DE MEXICO

MORAN'S IMPORTS—
"En La Pulga"
Tambien en la Esq. Berryessa y
King Rd. 272-0596

ARTICULOS RELIGIOSOS

BOTANICA SANTA BARBARA
Blanco Pinta, para Services
791 So. First St. 998-0648

BELLEZA: Sala de

JENNIE'S HAIR FASHIONS
Jennie y Maria a sus ordenes
680 Willow St. 293-1897

ELECTRICIDAD: Reparación de

PACIFIC ELECTRIC CO.
Frank Camacho, Owner
908 Fair Ave. 293-8102

ENTRETENIMIENTO- ENTERTAINMENT

ALFREDO'S BAR - 'Del Rio, Texas'
Alfredo Gonzalez, Prop.
950 The Alameda 279-9424

BETO'S PLACE

"Where Singles Mingle"
Home of the Pool Tournaments
Live Music - Very Ice Cold Beer
93 Willow Street - Downstairs

BLOCKER'S HALL

Cocktail Lounge
Blocker Villalba, Your Host
1246 E. Santa Clara St. 279-3773

DALE'S CLUB

"Billares, Cerveza - Vinos"
Dale De La Cerda, Prop.
1564 E. Santa Clara St. 923-9558

LAS ROSITA'S BAR & RESTAURANT

"Belia" una buena amiga
para serviles
460 E. Williams St. 297-6653

FRUTAS Y VERDURAS - FRUITS & VEGETABLES

JAIME BROTHERS PRODUCE
En La Pulga
Pregunte por los Puestos
No. 25 hasta No. 27
12000 Berryessa Flea Market

HUEVOS FRESCOS DEL RANCHO

LUPE'S - En La Pulga Grande
Lupe Vasquez, Prop.
Puesto No. V-82
12000 Berryessa Flea Market

JOYERIAS - JEWELRY STORES

LO MONACO'S JEWELERS
Familia Lo Monaco's a sus
ordenes
2904 Alum Rock Ave. 251-4100

PIZZAS: Para Llevar a Casita . LA PIZZA

"Try Our Mexican Pizzas" 295-5828
Esquina Calles McLaughlin
y Fair Sts.

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

RESTAURANTES - RESTAURANTS

CAPRI INN RESTAURANT

Ruben y Angelica De La
Cerde, Prop.
855 N. 13th St. 295-4150

EL PARAISO RESTAURANTE y BAR

Trinidad - Jesusita Alvarez, Prop.
43 Post St. 294-2010

"JANITIZIO'S" REESTAURANTE

Clara Moreno, Prop.
311 N. 1st St. 279-9755

LINDA'S FINE MEXICAN FOOD

Linda Valdez para serviles
1179 E. Santa Clara St. 279-9493

TAMALE FACTORY RESTAURANTE y BAR

Bill y Lydia a sus ordenes
1054 Story Rd.,
Fry's Shopping Center 279-1489

TRINE'S CAFE -

Trine Sanchez, Prop.
• 62 So. 2nd St. 998-9674
• 6240 Monterey Rd. 227-9905
• 995 S. 1st St. 292-8666

ROPA PARA TODA LA FAMILIA SANFORD'S FAMILY CLOTHING STORES

• Eastridge Shopping
Center 238-3165
• Tropicana Shopping
Center 258-9332

SASTRERIA - TAILORS SHOP

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

TELEVISORES - TELEVISIONS

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

"El Rebozo" Restaurant

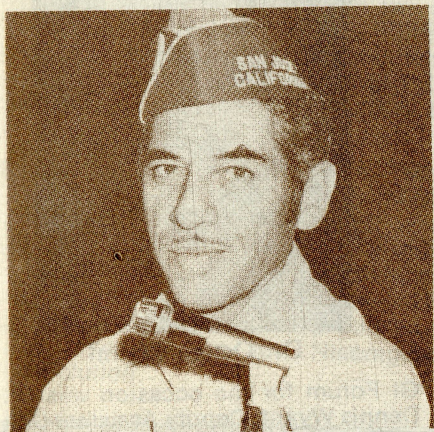


¡BIENVENIDOS! Lo mejor en platillos
Mexicanos Seguimos, estando al servicio
de toda nuestra clientela, en cada uno de
Uds. consideramos tener un amigo por
eso seguimos mejorado cada vez más
en todo. Sinceramente, Prop., Martha
Flores y Familia Santiago. **279-9795**
- 118 East Santa Clara Street San José



Press Award to KNTV's Don Gomez

San Jose GI Forum Installs Chairman Pedro Gonzalez; Gloria Sierra is Outstanding



PEDRO GONZALEZ

The 20th Annual San Jose GI Forum Installation of Officers Dinner on Friday, Aug. 10 at Lou's Village paid tribute to the Charter Members of the Chapter, to all those who have served the organization as Chairmen, and to the 1979 winner of the highly coveted Outstanding Chapter Member Award.

The names of 31 charter members, who began the Santa Clara County GI Forum on June 27, 1959 were read by Master of Ceremonies Don Gomez, along with the names of those who have served as Chapter Chairmen over the years.

San Jose Deputy Chief of Police, E. Ike Hernandez, a charter member, spoke briefly on the origins of San Jose GI Forum, and related to the dinner audience that the chapter had more than met the expectations of those who founded it 20 years ago.

A large plaque, on which are engraved the names of all of these individuals, was unveiled at the dinner.



MRS. GLORIA SIERRA

MRS. SIERRA OUTSTANDING

Mrs. Gloria C. Sierra was voted the Outstanding Chapter Member by her fellow members during the elections on May 5th and was presented a plaque by Chapter Vice Chairman Frank Caballero.

Active in the GI Forum for over 10 years, Mrs. Sierra was Chairperson of the Auxiliary in 1967 and has been active in the Senior GI Forum for the past 4 years.

A Special Award was presented to Mr. Carl Uibelhoer for the many hours of volunteer work he has done at the GI Forum's Veterans Outreach Program office. Uibelhoer works for the Santa Clara County Veterans

Pedro Gonzalez, Chairman of San Jose GI Forum

(Continued)

Service Office, and does volunteer work for the San Jose GI Forum in the evenings and weekends.

Also honored was ESL, Inc., presented a plaque for many outstanding contributions to San Jose GI Forum.

A surprise to the attendees was presentation of a \$5,000 grant to San Jose GI Forum by ESO (Economic & Social Opportunities) to be given by the GI Forum to the Eastridge Little League on the east side. The announcement was made at the dinner by ESO Deputy Director Bob Escobar.

Outgoing Chapter Chairman David Sierra spoke on the growth of the organization in recent years, thanked many of the individuals responsible for that growth, and urged non-members at the dinner to join the GI Forum.

The 1979-1980 Board of Directors was sworn in by State Chairman Jerry Jaramillo, Los Angeles, making his first visit to San Jose after being elected at the Visalia State Convention in June.

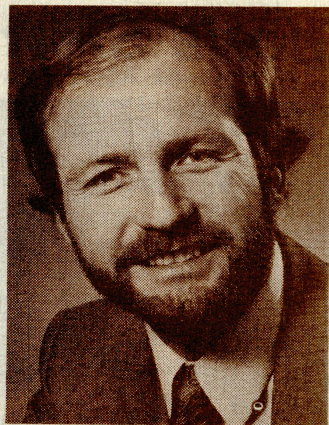
BOARD OF DIRECTORS

Chairman Pedro Gonzalez
Vice Chm. Frank Caballero
Rec. Secty. Richard Cotta
Treasurer Joe G. Lopez
Cors'pding. Secty David Sierra
Chaplain Fred Vazquez
Sgt. at Arms... Ms. Darlene Marquez

Pedro Gonzalez accepted the Chairman's gavel, thanked the past officers for the job they had done, and pledged to continue the tremendous growth that the GI Forum has experienced over the past twenty years.

LABOR UNDERSECRETARY WYANT SPEAKS

A Very Special Guest of San Jose



Dr. Dennis Wyant

GI Forum for the occasion was Dr. Dennis Wyant, Deputy Assistant U.S. Secretary of Labor for Veterans Employment, Washington, D.C.

Dr. Wyant, CETA Director Dan Campos, San Jose Community Services Director Abel Cota, Outgoing Chairman David Sierra, State Chairman Jerry Jaramillo, State 2nd Vice Chairman Bob Escobar and others attended a luncheon meeting at Jake Villalba's Savoy Club, where they enjoyed cracked crab, baked potato, *frijoles de la olla*, *chiles jalapenos*, and ice cold beer!

At the dinner that evening, Dr. Wyant was introduced by Dan McCorquodale, Dist. 3 Supervisor, Santa Clara County, who spoke glowingly of San Jose Chapter's involvement in community programs.

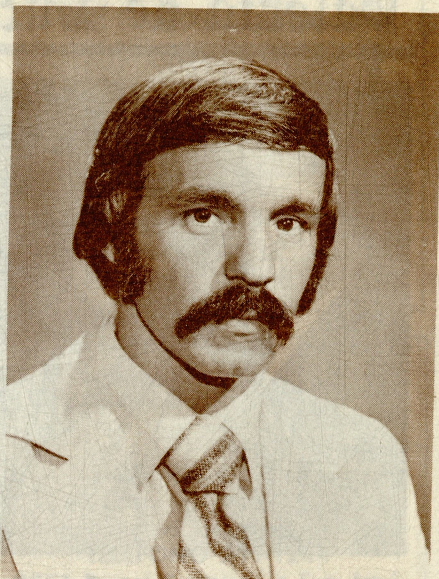
Dr. Wyant spoke of his experiences while working with the Federal Government, thanked the American GI Forum for their excellent record in serving America's veterans, and urged a continuation of this enthusiasm.

Dr. Wyant was presented a plaque for his interest in Veterans by V.O.P. Director Abel Cota.

Freedom of Press Award to KNTV's Don Gomez

Outgoing Chapter Chairman David Sierra announced the chapter's newest public endeavor -- the awarding of a FREEDOM OF THE PRESS annual award to the newsman who best exemplifies the American GI Forum's motto of "EDUCATION IS OUR FREEDOM."

The First Annual Award was presented to MR. DON GOMEZ, newsman, KNTV-Channel 11, who recently produced the hour-long *TIERRA DE LOS SANTOS*, telecast on June 9, 1979 by Channel 11. Gomez has recently also produced a documentary on the Nicaraguan revolution.



EMPLOYMENT OPPORTUNITY

Executive Director—

Salary range \$26,572 to \$32,292 annual.

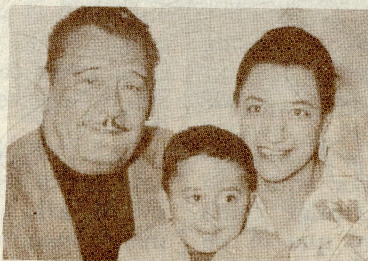
Apply at Mexican American Community Services Agency, Inc., 332 No. 2nd Street, San José, Ca. 95112.

Attention Mr. Miguel Donoso, President, Board of Directors. Deadline 9/28/79—5:00 P.M. 408-275-8506.

DALE'S CLUB

- Cerveza
 - Vinos
- Pool Tournaments
923-9558

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



DALE & REYES CAFE

Comida Netamente
Mexicana
Ordenes Para Llevar
923-9962

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

Esposos Dale y Reyes con hijito Eugenio

Galeria de Luchadores Daniel Saldaña



El Sr. Luis Gonzaga Juarez y la Sra. Raquel M. de Juarez.

El matrimonio del Sr. y de la Sra. Juarez es un verdadero ejemplo que merece el respeto y consideración que han forjado con su vida ejemplar.

El Sr. Luis Gonzaga Juarez nació en 1894 en un pequeño poblado que se llama Nombre de Dios en el Estado de Durango, México.

La Sra. Raquel M. de Juarez nació en 1906 en la Bella Perla Tapatia, la Ciudad de Guadalajara del Estado de Jalisco, México.

En 1927 Luis y Raquel se casaron en Chicago, Ills. han formado una familia muy feliz por más de medio siglo.

El Sr. Juarez hizo sus estudios en Durango, su ambición era de lograr recibirse de Médico Militar, pero debido a la Revolución Mexicana de 1910 tuvo que abandonar sus estudios; durante la revolución lo detuvieron por equivocación y lo iban a fusilar como espía, pero se aclaró que él no era espía, por que detuvieron al verdadero espía que se parecía al

Sr. Juarez, gracias a eso no lo fusilaron.

Estuvo trabajando en los minerales de Nueva Rosita en el Estado de Coahuila por más de veinte años. En 1926 salió de México y fue a trabajar a la Pllanta Ford de Michigan y despues en Crane Co. de Chicago, Ills.

Regresaron a México por algún tiempo, pero en 1954 se establecieron en Los Angeles, Ca., vivieron con un hermano de la Sra. Raquel, el Sr. Abel Morales; el padre de la Sra. Juarez fue Diputado Federal, Periodista y Lider Obrero, en Guadalajara una calle se llama Romam Morales en honor al padre de la Sra. Raquel Morales de Juarez.

La familia ha tenido tres hijos, el mayor, Luis Gonzaga Juarez muy conocido en la comunidad, por su labor como funcionario del gobierno local y como periodista. Alfredo M. Juarez trabaja en San Diego y se dedica al negocio de Bienes Raices. Mayo Hector Juarez el más joven, trabajó varios años en España como Ingeniero Electrónico de una planta Americana. Los tres hijos del matrimonio han logrado terminar sus carreras, los tres son profesionistas y dominan lo mismo el Español que el Inglés.

El matrimonio Juarez ha vivido en San José por más de un cuarto de siglo. El Sr. Juarez trabajó como traductor de noticias para las estaciones de radio y otras troucciones.

Luis Gonzaga Juarez hijo, trabajó en los campos agrícolas para ayudar a la educación de sus hermanos menores, sin desatender su propia educación.

La Sra. Juarez se ha dedicado

a los quehaceres de su casa, atendiendo a su esposo y a sus hijos; tambien se ha dedicado a confeccionar sabrosos platillos, antojitos y reposteria mexicana auténtica, frecuentamente la llaman para que prepare esos platillos que dejan sabrosos recuerdos en el paladar y que hacen agua la lengua.

Le pedí al Sr. Luis Gonzaga Juarez que me hiciera favor de darme un mensaje para la juventud y me contestó: Sr. Saldaña, yo diria alla juventud, que respete a sus padres, que observen buena conducta y que traten de superarse por medio del estudio y del trabajo, para que sean útiles a su familia y a su país.

La Sra. Raquel M. de Juarez tambien me ddió un mensaje para la juventud; dice que para triunfar en la vida, es indispensable la constancia en el estudio y en el trabajo asociados a la moralidad.

The Hideout Lounge



Dancing Five Nights a Week

408/279-9788

1347 Julian St., San Jose

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

Wedding Invitations



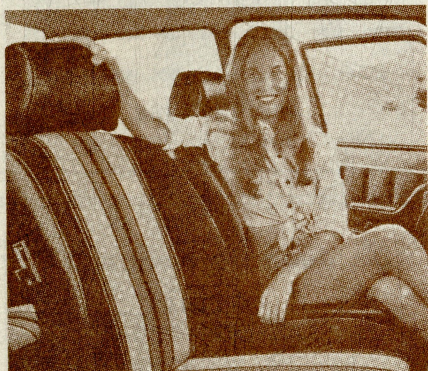
GARCIA PRINTING

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

CAR TIPS



by IMMO BISTCHKUS



THE ADVANTAGES OF BEING A CUSTOMER

In my many years in the Auto Repair business I've pondered many times about that special, sometimes strained, mechanic-customer relationship and how it can be improved. I have done business in South America, Santa Barbara, San Francisco. I know what customers need: their cars fixed . . . at reasonable prices and in reasonable time. But what about customers' attitude? — It can certainly be improved, too! — And to your advantage.

Free services. — How many times we, service people, go to rescue stranded customers, or inspect ladies' vehicles that refuse to start — without charging for our pains? Many times. But let me say it from the start: we do it for customers. Strangers pay the going rates. My advice is: be a customer.

Look for a good place. — Take a good look at your tires. Are they worn, need replacements? If so, you have right then and there the leverage to become an "instant good customer" to a friendly

eventually will have to buy them, who why not give the business to the repair shop or gas station you're dealing with? But do it wisely, plan it. If the repair shop or gas outlet has of late disappointed you, carefully select another one. A good repair shop should have at least one mechanic, a sizeable two-decked tool box (usually painted red), an oscilloscope, a gas analyzer. Approach the shop owner or the mechanic. Tell him why you are there. Sometimes, after your first visit, if he is un buen vendedor, he'll probably notice your need in tires and point it out to you. If you like the place and he strikes you as bueno y honesto, "fall" for it. Buy the set, *all four*. But use some psychology, don't buy that very moment. Go back next day or the coming week. That way he'll think you shopped around and found his the best deal. He'll probably be ver contento for that.

Usually repair shops don't make much on tires (the average is about \$6.00). But they experience constant pressure to sell them and the inventory may tight up a considerable proportion of the invested capital. Any transaction that makes tires move is more than welcome. What are the best tires? I've used Goodyear's lately, after trying so many others, and find them sturdy and reliable; best of all: they last, (something rare nowadays). With a good battery and good tires your chances of getting bogged down on your vacation

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

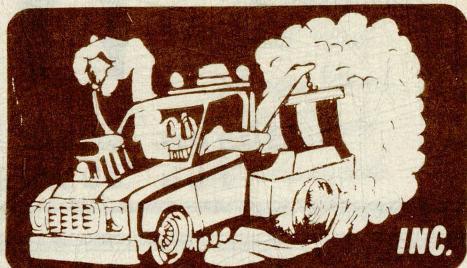
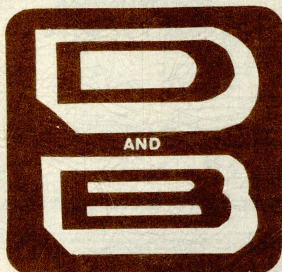


Joe and Eddie Moya

FREE ESTIMATES /286-3434

905 N. 8th ST., SAN JOSE,

(Near Hedding)

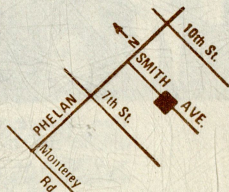


AUTO WRECKERS-295-6747

Tony Marine /Juan Lira /Co-Owners

8 acres de automóviles y carrocerías
motores - transmisiones
carrocerías domésticos e importados
abierto 7 días a la semana

1726 Smith Avenue, San Jose
Car Repair 294-3316; Body Shop 294-3371



GILL CABLE

CHANNEL 2B

BOB LOPEZ TV TALENT SHOW

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



FRIDAY
6:30-7:30 P.M.
WEDNESDAY
8:00-8:30 P.M.

BOB LOPEZ
FORMER MGM DANCER
TV & NITE CLUB
ENTERTAINER
(408) 241-0850

ORIGINAL CHOREODRAPHER
FOR "ZOOT SUIT"

ART MARTINEZ



Don, Blanca, Gayle y Eddie
Abierto de Lunes a Sbado 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,
estamos
Gangas en muchos articulos
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

*We have experienced love . . .
in our parents, our families and friends
and now a new love in each other.*

Maria and Gonzalo C. Trueba

*Maria Maldonado
request the honour of your presence
at the marriage of*

Teresa

to

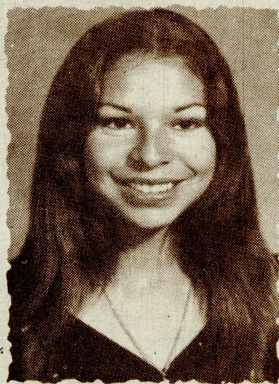
Mike Maldonado

on Saturday, August 25, 1979 at 2:30 p.m.

Saint Joseph's Church

corner of Market and San Fernando Streets

San Jose, California



Best Man: Ari Velazquez

Maid of Honor: Becky Escalante

Padrinos

Javier Trueba

Eddie Carilo

Albert Trueba

Ushers

Manuel Garcia

Larry Ortiz

Robert Keza

Gary Redd

Jack Bloomquist

Ruben Cruz

Eddie Romero

Ralph Lugo

Allen Roffenberg

Gonzalo Trueba

Madrinas

Ruth Uribe

Meritza Carilo

Liz Trueba

Bridesmaids

Cindy Garcia

Peticia Farias

Imelda Farias

Annie Heredia

Carolyn Hannie

Marcia Gleason

Rosie Romero

Gloria Martine

Kim Green

Rosa Trueba

Ring Bearer: Michael Lopez

Flower Girl: Monica Aguilar

Emiliano Zapata's

A REVOLUTIONARY DINING EXPERIENCE

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

Estamos abiertos todos
los viernes y sabados
hasta las tres de la mañana.

Vengan a bailar con la
musica de

Rudy Madrid y Alma Dulce

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