

El Excentrico

29th Year

No. 22/February 20, 1979



*To have and to hold from this day forward, for better,
for worse, for richer, for poorer in sickness and in
health, to love and to cherish, till death us do part . . .*

Richard and Elvira Diaz

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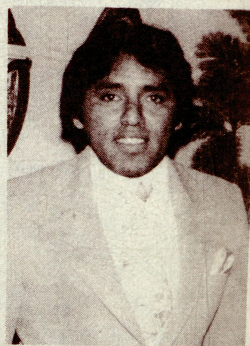


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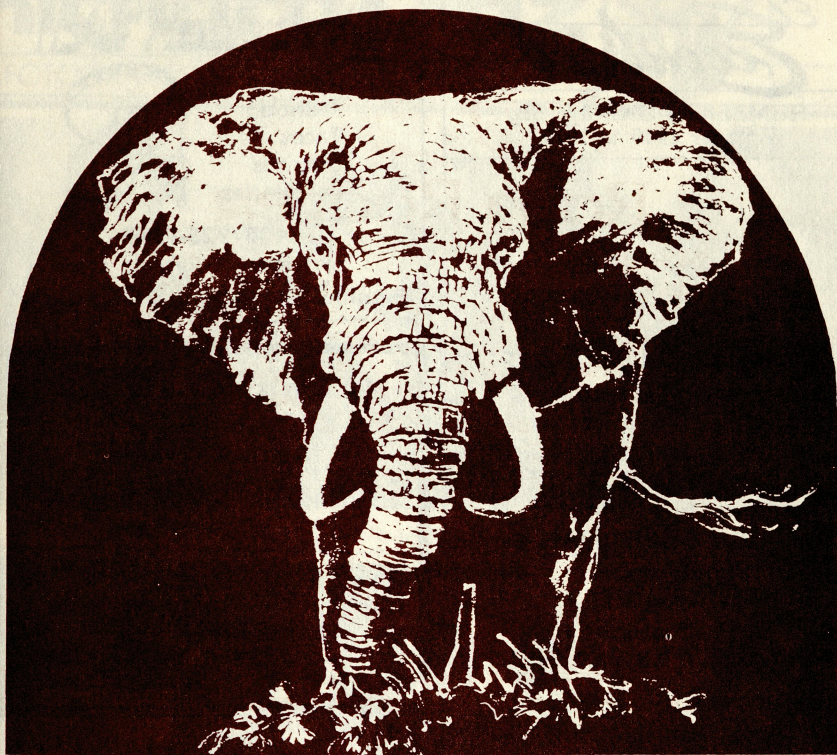
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29th Year, No. 22 February 20, 1979

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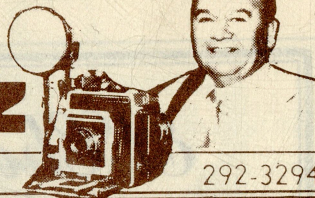
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Richard Diaz

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En el Cine Garden Tito Guizar tubo una presentacion donde tube La Oportunidad de Saludar y al mismo itempo me apadrino cosa que es un gran artista y un gran compositor.

Luis Alonso



Mr. and Mrs. Juan Barrientes, Executive Director of Casa Raza, at Pachuco Dance.

El Chapparral Super

Donde Más Barato Dan



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 de sus hijos



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 JOSE ALFREDO SOTELO JR.
 FREDDIE NEVAREZ JR.

Y tienen el honor de invitar
 a Ud. y su apreciable familia
 a la ceremonia religiosa que se verificara
 e sábado, Marzo 10, 1979 a las 10:00 de la mañana

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 Donna Mercado

Padrinos de José: Joe y Carol Nevarez

Padrinos de Freddie: Hector y Alicia Chavez

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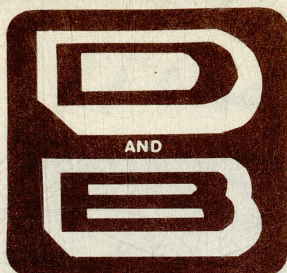
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Prom Dresses/Quince Años

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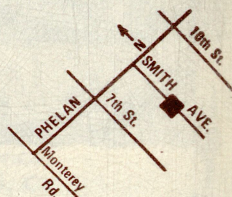


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DANIEL SALDAÑA



DR. JUAN DE HERAS



1978 SILVER BEAVER RECIPIENT



El "Santa Clara County Council Inc. Boy Scouts of America", llevó a cabo el 2 de febrero de 1979, en el "San Jose Convention Center", su Cuarta Cena Anual de Reconocimiento, para entregar el "SILVER BEAVER AWARD" que es una de las mas altas recompensas a las personas que han trabajado en favor de los "Boy Scouts of America".

Una de las personas que recibieron el "Silver Beaver Award" fue el Dr. Juan de Heras. El Dr. Juan de Heras es el primer México Americano que recibe tan honrosa distinción como premio a su esforzada labor en pro de "Santa Clara County Council Inc. Boy Scouts of America".

THE SILVER BEAVER

... Is the highest award that can be bestowed by a Local Council for distinguished service to youth.



SOLEMNE INAUGURACION DE LA BIBLIOTECA LATINA EN SAN JOSE, CA.



El Domingo 14 de Enero de 1979 quedo inaugurada la Biblioteca Latina en San José, está establecida en el numero 937 de Locust St.

La Biblioteca cuenta actualmente con unos cuatro mil ochocientos volúmenes, tiene asientas para veinte y cinco personas adultas y doce menores; Está decorada en forma moderna, cómoda y funcional.

Todas aquellas personas que ofrecieron su esfuerzo para el logro de este objetivo, tienen que sentirse ámpliamente satisfechas,

al ver que sus esfuerzos al fin han sido coronados por el éxito.

Gran cantidad de personas asistieron a la inauguración, dándole realce con su presencia la Mayorde la Ciudad de San José, Ca. Sra. Janet Gray Hayes, el Honorable Ciudadano Consul de los Estados Unidos Mexicanos en San José, Sr. Fernando Botello Lozano, algunos miembros del Concilio de la Ciudad, representantes de la prensa local y funcionarios de la Comision de Bibliotecas de San José, Ca. □

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Johnny and Little Joe after a recent concert at the Tropicana Twins, pose with a charming admirer.

Foto por Richard Diaz, El Fotógrafo de las Estrellas.



El Sr. & Sra. Beto y Lupe Garza
cumplen doce años de Feliz Vida
Matrimonial el once de Marzo.
La Sra. Lupe es de Jalisco y el
Sr. Beto es de Tamaulipas. Am-
bos residentes en la Ciudad of San
José, Ca.

Foto por Richard Diaz



**California Living
REALTY**



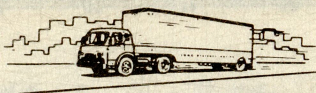
Sitting/Mary Saiz, Standing left to right Sally Caglia,
Bruno Lopez, Lena Manriquez and Martha Herrera

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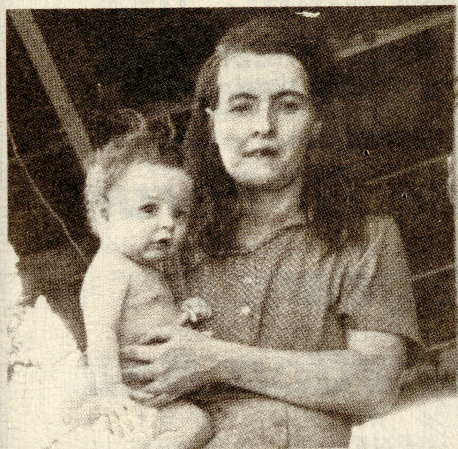
San Jose, CA 95116

408/259-1784

9:00 A.M. - 9:00 P.M.

Ademas, podemos servirles en todo asunto relacionado con REAL ESTATE, Compra y Venta de Casas.

"A Woman Ought to Know. . ."



QUESTION: I am worried about my daughter. Her husband deserted her and their two small children. She can't find a job and was evicted from her home. The family now shares my small apartment and widow's pension. She needs welfare but is too proud to apply. What can I tell her?

S. V., Sierra Madre

ANSWER: Try helping her to accept her right to feed, clothe and house her children through public assistance by dispelling the myths which make woman on Aid to Families with Dependent Children programs feel disgraced. These myths are commonly accepted:

—Myth: women prefer welfare to work.

Actually, welfare recipients in California stay on the program an average of 22 months. Over 89 percent of the AFDC recipients are families headed by women who take employment as soon as it is available.

—Myth: women on welfare have more children to increase their grants.

The average size of families on welfare is declining. In California it averages 1.8 children. Given the costs of raising a child, no one would choose welfare as a route to economic security.

—Myth: a woman can go out and earn a living easily.

The working mother who is not highly skilled experiences constant economic stress. Under today's irregular economy, jobs for women are most often low in pay and career potential. Women are less likely than men to be covered by minimum wage laws, unemployment protection, or union wage rates.

—Myth: women and children live extremely well on AFDC.

The grant approximates about 60 percent of earnings of a minimum wage job and is considerably less than poverty incomes defined under government standards.

—Myth: it's a woman's fault if she is on welfare.

Women turn to welfare most commonly when the father deserts the family. In California 98 percent of women on AFDC receive no support from fathers of their children.

Given the choice, women will work to support their children. Without that choice, AFDC payments mean survival.

The California Commission on the Status of Women responds to queries about the changing status of California women. Persons wishing information may write to Betty Stephens, Chair, California Commission on the Status of Women, 926 J St., Room 1506, Sacramento, CA 95814.

FREE! FREE! FREE! FREE! FREE! FREE!
TO ALL SAN JOSE GI FORUM MEMBERS

19th Annual

**Miss San Jose GI Forum
Beauty Pageant &
Queen Coronation Ball**

**Saturday Evening,
MARCH 17, 1979**

Marie Campbell Pavilion
Santa Clara County Fairgrounds
San Jose, Calif.

**Champagne
Reception
6:15 P.M.**

**Beauty Pageant
7 P.M.**

**Los Lupeños
and Mariachis!
8 P.M.**

**Dancing to the
Jess Escobar
Orchestra
9 P.M.**

**TICKETS
\$5 Per Person**

**INFORMATION
259-0411**

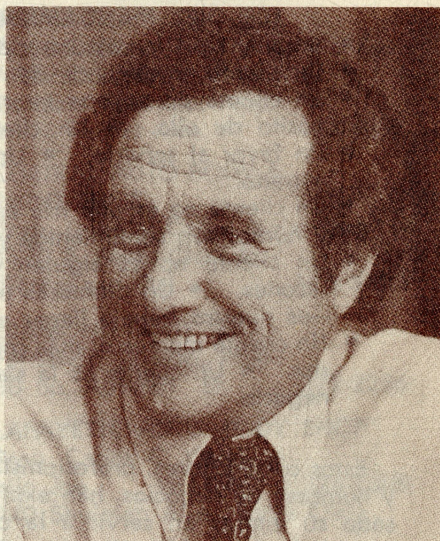
GI Forum Queen To Be Crowned By Sen. Smith on March 17th

State Senator Jerry Smith will crown the 1979-1980 Miss San Jose GI Forum on Saturday evening, March 17th at Santa Clara County Fairgrounds.

Six beautiful Mexican American girls will compete. They are DORINA MATA of Piedmont Hills High School; REBECCA DELGADO of Yerba Buena H.S.; ADRIANA BRYAND of Evergreen Valley College; LUPE AGUILAR of Piedmont Hills H.S.; JOSEPHINE MENDEZ, and ELAINE MOSQUEDA of San Jose.

The evening begins with a champagne reception at 6:15 P.M., with the Queen Contest at 7 PM. The girls will be judged on beauty, poise, and speech by a panel of distinguished local citizens.

The winner will represent San Jose in the State GI Forum finals in Visalia on June 23rd. The state contest winner represents California in the national



Senator Jerry Smith

finals in Detroit, Michigan in early August.

The 1978-1979 Miss San Jose GI Forum, former Yerba Buena H.S. coed Sylvia Perez Davila, will give her farewell address shortly before the new queen is crowned by Senator Jerry Smith.

Following the Queen Contest, Los Lupenos de San Jose, Mexican folkloric dance group, will entertain, with music by a Mariachi!

At 9 P.M., the Queen Coronation Ball begins, with the music of Jess Escobar and his Orchestra.

Tickets at \$5 per person may be purchased at the San Jose GI Forum office, 1680 E. Santa Clara St., San Jose, or by calling 259-0411.





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- 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.

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Consulte Ud. el 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 través de las columnas de "EL EXCENTRICO", el Directorio Hispano y Guia del Consumidor.

En El Directorio Hispano aparecen los comerciantes, profesionistas y negocios de servicios, que están interesados en servir a la población de habla Hispana, usando



Rudy Belloumini

el Directorio para informar al público el tipo de negocio, la dirección y el teléfono.

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

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— A —

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— C —

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CINE VARIEDADES
Eva Romero, Prop.
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TEATRO GARDEN
David Rodriguez, Gen. Mgr.
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COCKTAIL LOUNGE
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— D —

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 1621 E. Santa Clara St. 258-1615
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 17705-A Hale Ave.,
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DR. LAWRENCE H. STERN, Opt.
 Recepcionistas: Annete, Frances
 y Irma para asistirlas.
 67 So. First St. 295-4805

— E —

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 Frank Camacho, Owner
 908 Fair Ave. 293-8102

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EQUIPMENT
 1223 The Alameda 293-9966

— F —

FARMACIAS - PHARMACIES
ANN DARLING REXALL DRUG
 Reynaldo Guerra, R. PH.
 1637 McKee Rd. 251-4220

LA ROSA PHARMACY
 Jerry Paquin, Prop.
 56 So. First St. 294-5030

MODERNE DRUG CO.
 Antonio D. Campagna, Jr.
 50 E. Santa Clara St. 998-8800

FLORERIAS - FLORISTS
NINA'S FLORIST
 80 Keyes St. 279-4585

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FOTO STUDIO LUISBE
 Luis B. Puerto C., Prop.
 45 Post St. 298-5396

GILBERTO SOLAREZ
 "El Foto/Prensa De Los Artistas"
 310 Margaret St. 293-5512

PUERTA STUDIOS
 Juan y Fernando para serviles
 21 E. Santa Clara St. 293-3219

RICHARD DIAZ
 "El Fotografo De Las Estrellas"
 1131 Melbourne St. 292-3294

— I —

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AGENCIA ZERTUCHE
INCOME TAX
 Frances Z. Galicia 294-0184
 406 W. Santa Clara St.

ALVARADO INCOME TAX SERVICE
 Blanca Alvarado, Prop.
 1635 E. Santa Clara St. 259-1784

AURORA D. MARTINEZ 297-6166
 80 So. First St. 297-4976

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 Nicolas Holquin
 2623 Story Rd. 295-2244

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INCOME TAX
 Carmen, Alfonso, William,
 Alcides, Jose 296-9104
 1045 Alviso St., S. C. 247-9381

MANUEL M. MARTINEZ 251-3626
 1666 E. Santa Clara St. 259-3710

MARYESTHER'S INCOME TAX
 MaryEsther y Vera 251-0400
 3136 Story Rd. 251-5552

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 1077 The Alameda 998-7022

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JEWELERS Isaías Bardales
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Aristeo Alvarez
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 520 El Paseo/Saratoga 257-7557
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Familia Lo Monacos, Prop.
 2904 Alum Rock Ave. 251-4100

— L —

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 22 2 N. 1st St. 293-3734; 293-3735

LICORERIAS - LIQUOR STORES

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 Dan y Jerry Romero - Tim Martin
 1484 S. White Rd. 251-2100

— M —

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ALLIED OFFICE MACHINES CORP.
 John Zamora a sus ordenes
 174 So. First St. 279-8383

MUEBLERIAS - FURNITURE STORES

FELIX FURNITURE CO.
 Prop. Felix Nañez
 West Santa Clara St. 297-1303

— P —

PANADERIAS/BAKERY SHOPS

LOPEZ BAKERY
 Prop. Miguel & Delia Lopez
 233-B So. White Rd. 926-5355

PANADERIA URUAPAN 272-4844
 Antonio y MaElena Estrada, Prop.
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 Virginia Delgado y Carmelita Flores
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 478 E. Santa Clara St. 297-3562

PRODUCTOS IMPORTADOS DE MEXICO

MEXICAN TRADE CENTER
 Helen Zamora, Prop.
 112 So. 1st St. 275-8515

— R —

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RADIO KAZA 998-1290
 Alberto Rodriguez, Prop.
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RADIO KNTA 244-1430
 P.O. Box 6528, San Jose

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 72 So. 1st St. 292-3134

RENE DE LA ROCA, Prop.
 12 So. First St. 295-5515
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 Ruben De La Cerda, Prop.
 855 N. 13th St. 295-4150

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 35 So. Market St. 275-9586
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 Dale y Reyes De La Cerda, Prop.
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 (Esq. 4 y San Fernando) 209-8590

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 Prop. Francisca Barrera
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 Clara Moreno, Prop.
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JESS'S PLACE 225-3052
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 John & Vera Ochoa
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 Ignacio Maciel, Pres. 294-6763
 1101 S. First St. 294-6764

LAS CAZUELAS MEXICAN FOOD
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 30 So. 2nd Street 297-6370

LAS ROSITA'S RESTAURANTE
 Amando y Patricia, Prop.
 460 E. Williams St. 297-6653

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- S -

SALONES DE RENTA PARA FIESTAS

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Blocker Villalba, Prop.
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SASTRERIAS - TAILOR SHOPS

HECTOR'S TAILORING
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Prop. Joe Castellanos
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1922 The Alameda, Suite 300

- T -

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DALE'S CLUB

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Gilbert Espino, Prop.
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— Z —

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Shopping Center 923-4534
Janie Villarreal, Mgr.
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ZAPATOS (Reparacion de)

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— MORGAN HILL —

— R —

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ROSITA'S RESTAURANT 779-9754
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15080 Monterey Rd.

— SAN MARTIN —

— T —

TAVERNAS - TAVERNS

THE NIGHT OWL 683-4708
Art Mungaray, Mgr.
13085 Monterey Rd.

— GILROY —

— A —

ABARROTES y MERCADOS - MARKETS

EL CHARRITO MARKET 842-3659
Familia Alfonso, Prop.
7638 Monterey Street

— E —

EQUIP DE CAMPO - CAMPING EQUIPMENT

SACCULLO SHOWER DOOR MFG.
AND DISCOUNT STORE 842-4860
7648 Monterey Street

— J —

JOYERIAS - JEWELRY STORES

ESMERALDA JEWELERS 842-3958
Rudy Tenes, Prop.
7460 Monterey Street

— P —

PESCADERIA - FISH MARKET

TORTUGA BAY FISH & POULTRY
Familia Alfonso, Prop.
7460 Monterey St. 847-0360

— R —

RESTAURANTES - RESTAURANTS

AUGIE'S RESTAURANT & BAR
Allen y Lupe Pope, Prop.
7387 Monterey 842-5451/847-9921

LA COLMENA RESTAURANTE

Familia Yañez Guzman, Prop.
8545 Monterey Rd. 842-3211 25

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DIRECTORIO HISPANO Y GUIA DE COMPRAS

PEPE'S RESTAURANT

Gerardo y Ramano Ozuna, Prop.
7720 Monterey St. 842-2282

RESTAURANT/OSTIONERIA - MARISCOS

TORTUGA BAY FISH & POULTRY
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7460 Monterey St. 847-0360

ROPA PARA CABALLEROS - MEN'S WEAR

SEÑOR DAVID'S CLOTHIERS
7495 Monterey St. 847-8181

- T -

TAVERNAS - TAVERNS

ALOHA CLUB MAURO
Mauro S. Castillo, Prop.
7287 Monterey Street 842-8974

EL PASO BAR
Leo Cortez, Prop.
9685 N. Monterey Hiway 847-9941

- HOLLISTER -

- A -

ABARROTES y MERCADOS - MARKETS

GONZALEZ MARKET
Fernando Gonzalez, Prop.
1280 San Juan Rd. 637-7050

HOLLISTER DRIVE-IN MARKET
Chon Reynoso y Familia, Prop.
889 4th Street 637-5727

SAVE-MOR MARKET
Juan Jose Coronado, Prop.
355 San Benito y Esq. 4th St.
637-4924

- L -

LICORERIAS - LIQUOR STORES

GONZALEZ LIQUOR
Fernando Gonzalez, Prop.
26 1280 San Juan Rd. 637-7050

- M -

MUSICA (Discos y Cartuchos de)

DISCORAMA RECORDS
Johnny Partida, Prop.
202 - 5th Street 637-0465

- P -

PANADERIAS - BAKERY SHOPS

AMIGO'S BAKERY
Johnny Partida, Prop.
169 East Street 637-1552

EL NOPAL BAKERY
Adolfo Berlanga, Prop.
216 - 3rd Street 637-5484

- R -

RESTAURANTES MEXICANOS

ACME CLUB RESTAURANTE
Louis Rayas, Prop.
419 San Benito St. 637-9914

CASA BLANCA RESTAURANT
Javier y Adela Del Real, Prop.
1310 San Juan Rd. 637-1833

CORONADO'S CAFE
Benny Coronado, Prop.
338 - 3rd Street 637-9984

TACO'S AL CARBON
RESTAURANTE
Alejandro Gonzalez, Prop.
201 - 6th St. 637-9532

THE SMOKE HOUSE CAFE
427 San Benito St. 637-2446

- T -

TAVERNAS - TAVERNS

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— SANTA CLARA —

— R —

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FILOMENA'S BRIDAL &

FORMAL SHOP

Filomena Monteiro, Prop.

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— REDWOOD CITY-MENLO PARK —

— A —

AUTOS (Tapiceria de) UPHOLSTERY

GEORGE'S UPHOLSTERY

Jorge Correo, Prop.

2897 Middlefield Rd. 365-3971

— B —

BARBERIAS - BARBER SHOPS

CUCO'S HAIRSTYLING

Cuco Rodriguez, Prop.

3006 Middlefield Rd. 365-3245

BELLEZA (Salas de) - BEAUTY

CRUZ BEAUTY SALON

Cruz Caballero, Prop.

2211 Middlefield Rd. 368-7300

FLATTER FASHION BEAUTY SALON

Martha A. Richardson, Prop.

3221 Middlefield Rd. 365-1456

— G —

GRABADO - ENGRAVING

TORRES ENGRAVING

Manuel y Joanne Torres, Prop.

3205 Middlefield Rd.

— M —

MUSICA (Discos y Cartuchos)

DISCOTECA MICHOCAN

Bulfano y Marianela Gutierrez

3203 Middlefield Rd. 364-2137

— P —

PANADERIAS y TORTILLERIAS

AGUILILLIA DELICATESSEN

Alvaro y Martha Arias, Prop.

Carnitas Autenticas, Sab. y Dom.

3305 Middlefield Rd. 367-8851

— R —

ROPA DEPORTIVA - SPORT SHOP

TOM HART'S SPORTS

Javier Romero para servilas

3260 Middlefield Rd. 364-1096

— T —

TAVERNAS - TAVERNS

COPA CABANA CLUB

Raul Arreola, Prop.

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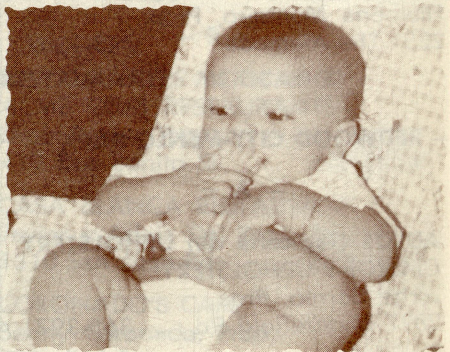
No. 1—"Just back from El Chuco (El Paso). It was so caliente I needed some shades."



No. 4—"I'm Bad."



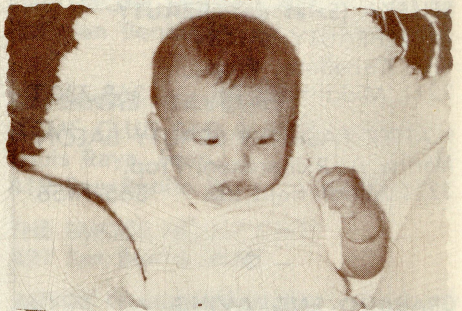
No. 2—"I told my Tex-Mex cousins Carta and Victor to let me at that loco but they held me back."



No. 5—"People call me Guerinche. Let me make this perfectly clear, I am a Latino, make no mistake about that. I'm going out on a limb but I won't put my foot in my mouth."



No. 3—"Finally got to rest after a long day. People always jivin' with me."



No. 6—"Tio said it was only Gatoraide in the bottle, tasted more like a Piña Colada."



Opinión

by LUIS JUAREZ

Lino Lopez

It has been 10 years since I last saw Lino Lopez. I occasionally thought of him, but not too much, as sometimes happens when you stop seeing someone for a long time. Recently, word came from Denver that he was ill.

It was then that a torrent of thoughts and memories came to me and the impact of the significant role Lopez had played in the betterment of the Mexican-American community in Santa Clara County.

While writing this column, I learned that Lino Lopez had died of cancer.

There are many successful Chicano men and women today who are the product of Lopez's efforts. Lopez opened doors previously closed to Chicanos.

He came to San Jose from Denver in 1963 and established the Mexican - American Community Services Agency supported by a two-year grant from the Rosenberg Foundation.

He found a large group of Chicanos touched by the fever of the Civil rights movement already under way in black communities across the country. Lopez provided the leadership and the guidance the Chicano group needed.

One of Lopez's first jobs was to establish a closer contact between the Mexican - American community and various levels of government and schools. He brought to their attention areas where they had neglected this group. He was instrumental in making changes in the Department of Employment and the Post

Office that resulted in better recruitment practices for Chicanos.

Lopez was the first to establish bilingual programs in schools here and to persuade schools to offer classes in cultural awareness.

Lopez's greatest love and efforts were for the Chicano youth. He established the Mexican - American Youth Organization. MAYO has been responsible for creating cultural pride among Chicano youth and encouraging them to continue their education.

Lopez succeeded in establishing communications among Chicano groups and leaders. He held weekly forums to discuss issues of concern to the group.

There are many Chicano leaders today who had their start in those mid-1960 meetings. Among them: Al Garza, Joes Martinez, Jess Delgado, Nick Gonzalez, Delia Alvarez, Jack Brito, Armando Sanchez, Paul Sanchez, Ernie Ernie MACSA is establishing a fund to assist the Lopez family. His hospitalization left the family in debt.

Anyone wishing to make a donation to his family can send it in care of MACSA, 332 N. Second St., San Jose 95112.

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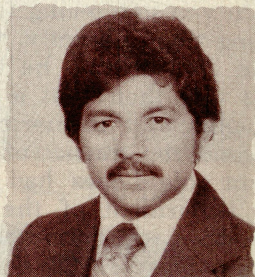
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Foto por Richard Diaz

Cesar Chavez

Cesar Chavez will be in San Jose on March 8 at a United Farm Worker Fund Raiser to be held at the Emiliano Zapata's restaurant from 5 to 8 p.m.

Chavez will be here to discuss the current strike by farm workers in both the Salinas and Imperial Valley areas.

Councilman Al Garza and County Supervisor Dan McCorquodale will also speak about the plight of the farm workers in California.

Zapata's restaurant is located at 30 S. First St., and the public is invited. Call 289-8797 for more information.

Dr. Ivan T. Hendren / Quiropractico

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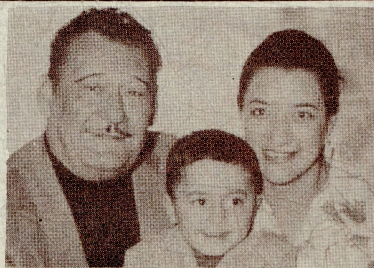
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