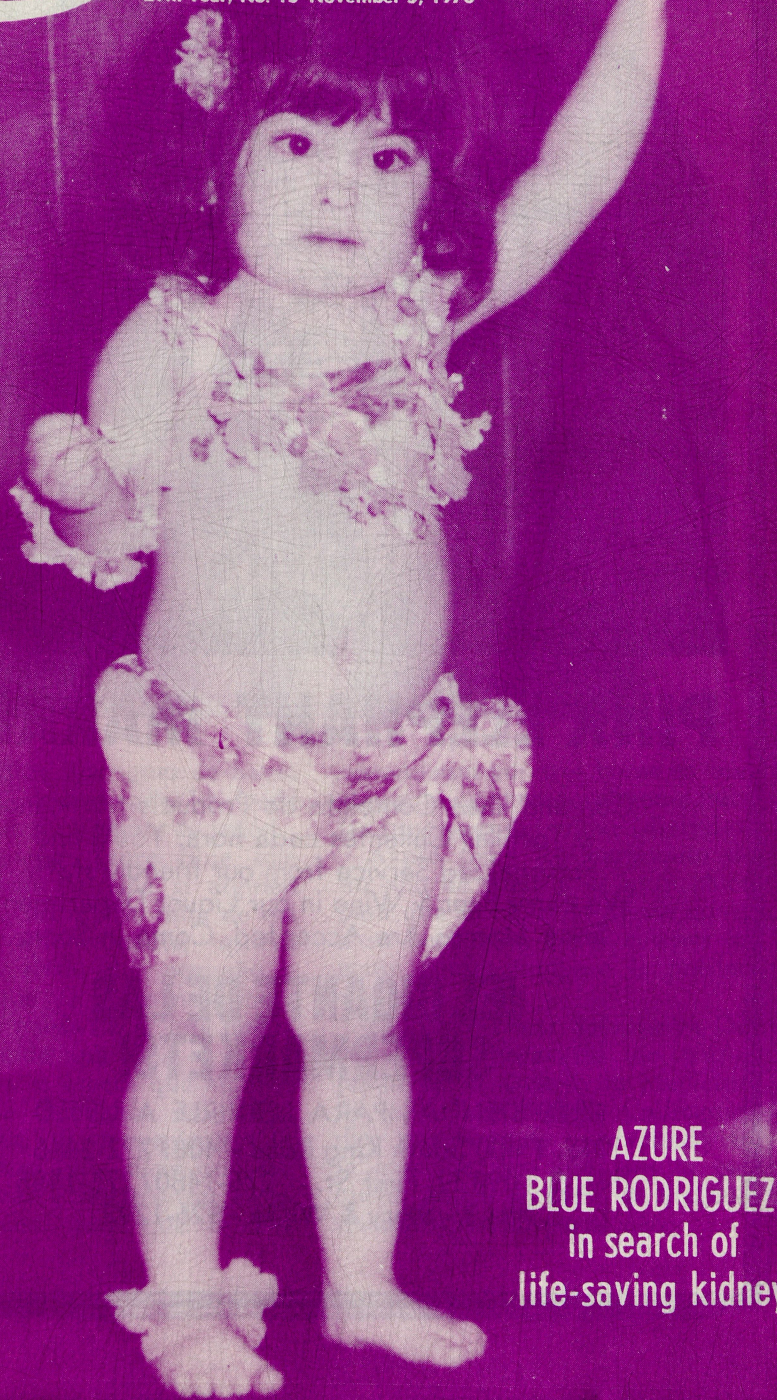
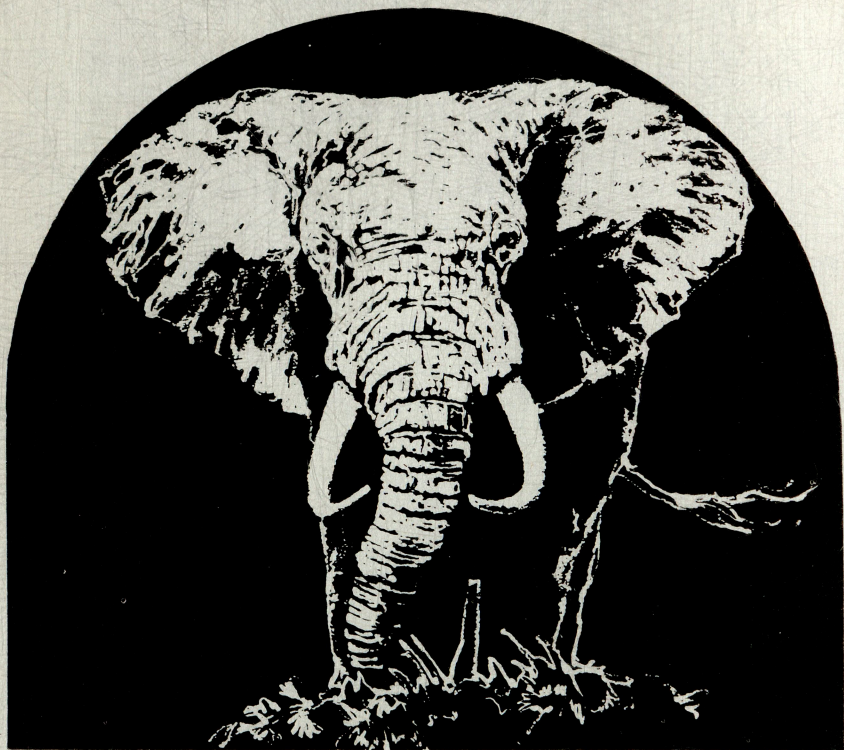


El Excentrico

29th Year, No. 15 November 5, 1978



AZURE
BLUE RODRIGUEZ
in search of
life-saving kidney



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

Azure Blue Rodriguez



Azure Blue Rodriguez de Santa Clara, Ca. de tres años de edad necesita un trasplante de riñón.

La pequeña Azure Blue sólo puede salvar su vida si alguien que pierda un niño o niña de esa edad aproximadamente, quiera donar un riñón del pequeño o pequeña que ya no lo necesita y en cambio puede hacer una buena obra salvando una vida.

Mientras se espera que alguien autorize la donación del riñón para hacer el trasplante, la niñita Azure Blue tiene que ser llevada a San Francisco tres veces a la semana, para que le den

tratamiento por tres horas en una máquina que temporalmente hace las funciones del riñón (dialysis).

Azure tiene un hermanito de un año de edad y es muy chico para que su riñón le pueda servir a su hermanita y los riñones de gente adulta tampoco le pueden servir.

El Doctor Oscar Salvatierra Director del programa de trasplante en la Escuela de Medicina de la Universidad de California, dice que el costo aproximado de la atención que requiere la pequeña Azure, es como de \$60,000 sesenta mil dolares al año.

John Rodriguez, el padre de la niña dice que cada vez que su hija usa la máquina que hace las veces del riñón cuesta \$300.00 Trecientos dolares y agradece que Crippled Children's Society ayuda con una gran parte de los gastos.

La Sra. Cruz Rodriguez, mamá de Azure dice que no pierde la esperanza de que en algún momento alguien tenga la fortaleza de donar el riñón que hu hija necesita.

La pequeña Azure Blue, en abril último apareció en un programa de television en el Canal KGO-TV cantando y bailando bailes Hawaiian nos y ganó un concurso infantil.

La familia Rodriguez, con la fe puesta en Dios y con resignación espera que alguien done el riñón para que la pequeña Azure Blue Rodriguez.



Si alguna persona sabe de alguien que pueda donar el riñón, puede comunicarse con el Doctor Oscar Salvatierra en la Escuela de Medicina de la Universidad de California en San Francisco.

Pueden llamar también al teléfono (415) 666-2423 al Renal Center en el número 400 de Parnasos Ave. en San Francisco. □

"Dos Lugares Para Servir a Ud."

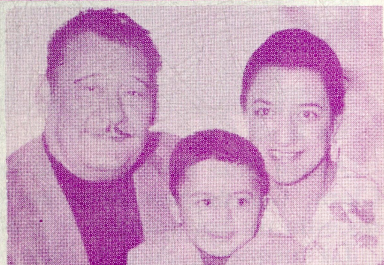
DALES'S CLUB

- 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

Accutron
Chronography
Electric Watches
Reparación de
Relojes Eléctricos



RENE DE LA ROCA

Expert Watchmaker
295-5515

12 So. 1st St., Rm. 806
San Jose

Mexican Deli

Tamales
Menudo
Tacos
Burritos
Enchiladas



abiertos 7 dias ala semana
esquina de Capitol y Seventrees

El Excéntrico

HUMBERTO GARCIA, SR.
Founder 1949 to 1974

PUBLISHER & EDITOR

Bert García

CO-PUBLISHER

Marc García

ASSOCIATE DIRECTOR

Angela Diaz

CONSULTING EDITORS

Therese Beaver

Daniel G. Saldaña

ADVERTISING

Joe Marquez

PRODUCTION

Manuel Fernandez

Victor Farias

Luwana Perdue

PHOTOGRAPHER

Richard Diaz

PUBLIC RELATIONS

Rudy Belloumini

CONTRIBUTORS

Gloria Kharis Arvil

Luis G. Juarez

Maria de la Luz

Jesus Orosco

Andy Porros

29th Year, No. 15/November 5, 1978

CONTENTS	PAGE
Azure Blue	3
Richard Diaz	7
Punch Bowl	12
Viva	16
Salsa	21
Galleria	23
Ride On	26
Lupita	29

El Excéntrico published by
GARCIA Enterprises
274 Terraine Street
San José, California 95110
408/294-4040

DIRECTORY

CLASSIFIED SERVICES/
AQUI ENCUENTRA LO QUE BUSCA

ARTICULOS RELIGIOSOS

BOTANICA SAN CRISTOBAL

144 E. Santa Clara St. 292-8048

BOTANICA SANTA BARBARA

791 So. First Street 998-0648

BARBER SHOPS/BARBERIAS

LA ELEGANCIA—Johnny Torres

1183 E. Santa Clara St. 293-3486

BEAUTY SALONS/

SALA DE BELLEZA

EVELYN'S HAIR CARE

1053 So. White Rd. 926-1165

CORDOVA'S HOUSE OF BEAUTY

1186 South 2nd 289-8395

JENNIE'S HAIR FASHIONS

680 Willow St. 293-1897

FOOD STORES/

TIENDAS DE ABARROTES

FOOD BOWL MARKET

33rd and McKee Rds.

FUNERAL HOMES/

CASAS FUNEBRES

DOWDLE & MANRIQUEZ

MORTUARY—Lena Manriquez

1066 So. 2nd St. 293-3747

JEWELRY STORES/

JOYERIAS

LO MONACO'S JEWELERS

2904 Alum Rock Ave. 251-4100

RESTAURANTES

EDDIE'S MEXICAN FOOD

1179 E. Santa Clara St. 279-9498

Hermelinda y Eddie, prop.

TAILOR SHOP/SASTRERIA

HECTOR'S TAILORING

1177 Lincoln Ave. 293-0561

(Willow Glen)

JOE'S TAILORING—Jose Castellanos

35 S. Santa Clara St. 298-2474 5



Berg's PRIVATE STOCK



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

WESTGATE • PRUNEYARD • LOS GATOS

BERG'S, DOWNTOWN 52 So. First St., 408/295-0868

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 & Eddie Moya

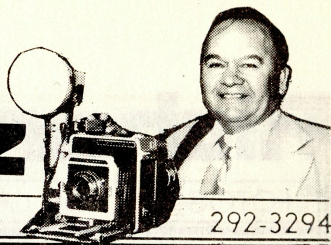


FREE ESTIMATES /286-3434
905 N. 8th ST., SAN JOSE,

(Near Hedding)

Richard Diaz

ELFOTOGRAFO DE LAS ESTRELLAS



292-3294



Free drink at Mario's Place for this young thing, courtesy of Richard Diaz.



Juan Antonio Garces, prominent announcer of Channel 20 takes five with Rosenda Bernal/Reina de Las Rancheras.



Pedro Infante, Jr. is no fool, look what he prefers . . . blondes.

Richard Diaz



ELFOTOGRAFO DE LAS ESTRELLAS

292-3294



Minnie and Angel Molina, two foxy ladies who frequent Mario's Place for the best in music and dancing. Smart Girls!

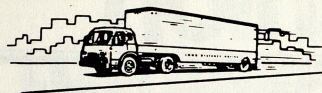


Mr. Vega in photo with young star, Valetin Tunjillo.



Alice and Blocker Villalba pose with Lucha Villa at the Center

For Performing Arts during the Olympia Caravana Show.



REGRESA Ud. A MEXICO? LLAMENOS

- NOSOTROS LE TRANSPORTAMOS TODOS SUS ENSERES DEL HOGAR.
- PRESUPUESTOS E INFORMACION SIN COMPROMISO.
- EMPAQUE, SEGURO DE SU MERCANCIA, TRAMITACIONES ADUANALES.
- SERVICIO DE PUERTA A PUERTA PARA CUALQUIER PARTE DE LA REP. MEXICANA.
- 50 UNIDADES AL SERVICIO DE SU HOGAR.
- SERIEDAD, RAPIDEZ, ECONOMIA Y BUEN SERVICIO.

MUDANZAS INTERNACIONALES

1500 SO. SANTA FE AVE.
LOS ANGELES, CALIF. 90021

LLAMAR POR COBRAR
TEL (213) 620-6256/622-2101

MARQUETA & LADY FAIR DEL VALLE MARKET

Tiendas de la Gente/ The People's Market



Owner/Jay V. Morgan
Executive Director/Anita Sara Duarte
Oscar Gutierrez/Edgar Sanchez

Marqueta Del Valle
921 South First Street
San José, California 95110

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



VOTES OF CHICANOS CAN MEAN ELECTION VICTORY OR DEFEAT

Political activism among Chicanos and in general among all Hispanics in the United States has been slow but noticeable.

Candidates for elected offices at all levels of government realize that the Hispanic vote can make the difference between victory and defeat at the polls.

In Texas, Mexican - American ballots nailed the 26 Texas electoral votes for Jimmy Carter. In California the Chicano vote won the election for Jerry Brown in 1974.

Hispanics, however, have not had much luck in electing their own to high governmental posts.

The reason is clear: There are not enough Hispanic votes to elect a candidate to national or state offices but only to a few local offices.

Another reason is that Hispanics seldom receive support from the general population because of the misconception held by many that politicians who are members of an ethnic minority are only going to represent the people in their own group.

10 That Hispanics do represent

more than just their own ethnic group is supported by the fact that a high percentage of Hispanics elected to Congress and state offices have retained their seats for several terms. In each case gaining a larger margin of voters in each election.

Our own local example is San Jose City Councilman Al Garza. He was originally appointed to the council to fill an unexpired term.

At that time, the citizens of San Jose were not ready to elect a Mexican - American to council office. The council members in their good judgment felt that because of the large Mexican-American population of the city, a member of the group should be among the city fathers..

The year was 1971. I remember hearing a number of people remark that Garza was going to look after only the Chicano population at the expense of the rest.

The results were different. I know the people of San Jose were pleased with the way Garza represented them because they re-elected him overwhelmingly in 1973 and he ran unopposed again in 1976.

Now Garza wants to represent the citizens of San Jose of their mayor.

I think we are all learning that when it comes to selecting our representatives to government, it does not matter what he candidates' color or skin is, or what his religious creed is, or what his racial ancestry is. What is important is the individual's dedication, sincerity, and ability to serve all the people. □

EMPLOYMENT



WEST VALLEY COMMUNITY COLLEGES

The following positions are available:

BILINGUAL (ENGLISH/SPANISH) COUNSELOR

PUBLIC SERVICES LIBRARIAN (Temp.)

Application materials must be received in the Office of Personnel Services by 5 p.m. on Friday, November 17, 1978. Apply to: Director of Personnel Services, West Valley Community Colleges, 44 E. Latimer Avenue, Campbell, CA 95008 (408) 379-5890.

Affirmative Action/Equal Opportunity Employer

ATTENTION HOMEOWNERS

You could be using your exciting, home equity to buy a duplex, fourplex or other income property. It would set you in better economic standing now, and will provide a brighter future for your children. It is not always easy to enter into Real Estate investments, but, if I can answer any of your questions, I will be happy to do so.

First California Realtors



Servicio en Español

Pablo (Paul) Curiel

Co-owner Realtor Associate

Res.: 629-0384; Off.: 998-1973

Joseph A. Trapani, Broker

871 Coleman Ave., San Jose 95111



CASA CURIEL MEXICAN FOOD

Tacos - Burritos - Menudo - Tamales
Jalapeños - Cheeseburgers - French Fries

ORDERS TO GO — TEL. 926-4477

1900 E. San Antonio St., San José

Owners/Sonny & Anita; Paul & Vivian

MUSICA RANCHERA

Para Fiestas y Bodas

★ TRIO AZTECA

★ TRIO SAN JOSE

— A Sus Ordenes —

THE PUNCH BOWL



The earthly column with the
Latin touch

HULLO LUV! HOLA CARINO!
ALLO, ALLAHA, como va la cosa . . .
POLLS GALORE

Nobody gives a "tortilla dura" if Principe Verde, Gov. of California Jerry Brown and beautiful and talent Linda Ronstad, who, by the way sings in beautiful Spanish too, get married or not.

According to a Los Angeles Times poll, 79 percent of 1,700 persons interviewed said they had better things to worry about.

However, recent public opinion show the Guv. capturing many Republican and Independent voters — especially since he declared himself a "new-born tax-cutter" and imposed a wage freeze and elimination of new jobs in the various departments of the state.

The Principe Verde is ahead of Mr. Younger by a 25 percent
12 margin.

AFRAID ARE YOU CHIEF JUSTICE BIRD?

Probably not of rape, since California's own Lady Bird does not consider rape as inflicting grave bodily harm — even though that particular crime is often accompanied by torture, death, dismembering.

Then of what and whom are you afraid, dear lady?

We know you are, since you had the locks changed on all Supreme Court offices because a master key was stolen.

It's easy to visualize you alone, working late, nobody in the building, muttering from time to time that being raped never hurt anybody but a safe new lock is a good thing in a door.

With rape rampant in Sacramento and many other California cities, people are not going to forget the Daniel Cardillo case in which a young female victim was repeatedly raped, sodomized, cut with a knife and terrorized into shock — the case Rose Bird and the Supreme Court ruled on that the monstrous nightmare endured by the victim did not constitute "great bodily harm."

As a result of this decision, the rapist can walk out of prison as early as next year — and resume his playful activities, no doubt!

Steve Buhele, Rose Bird's executive assistant, said recently that the Chief Justice is not seeking voter approval in the coming elections.

She is not apt to get it, either.

Buehele added that she will not campaign for confirmation of her post.

But "Dama" Bird already oc-

cupies the highest and most powerful position in the California court system, an appointment made by Gov. Brown who lifted her from her post as state secretary of agriculture.

According to the scenario, voters will decide in November whether Chief Justice Bird will be retained in office simply by voting yes or no.

A recent poll claims that out of 569 candidates for state office, 76 percent of those responding would vote against her.

How about you?

IN ANOTHER POLL IN BALTIMORE

It was a simple question: "Do you live in Baltimore?"

The question was asked of 1,700 people at the State Fair in Baltimore.

Twenty percent answered, "no sure," 25 percent wanted to know if Baltimore was a city- it is- 15 percent refused to answer, and the rest said "No, we don't live in Baltimore."

Well, all is well. Ciao! Au revoir! Hasta la otra che.

ART MARTINEZ



Don, Blanca, Gayle y Eddie
Abierto de Lunes a Sábado de
9:30 A.M. a 6:00 P.M.
los Viernes
Hasta las 7:30 P.M.

293-3236 - 86 South 1st

MEN'S WEAR

Compre ahora y ahorre,
estamos

Gangas en muchos artículos
Use Nuestro Plan Lay-Away

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

Bank of America/
First National/
Master Charge/VISA

En el Centro de San José

- **ACCOUNTING, BOOKKEEPING,
INCOME TAX SERVICES FOR
THE PERSON IN BUSINESS.**
- **YEAR-AROUND TAX SERVICE.**
- **TAX PLANNING SERVICE.**

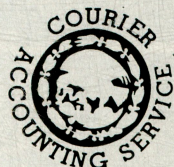
- a. How to reduce your taxes upon selling capital assets, business assets, personal residence.
- b. Tax benefits for the elderly, 65 or over upon selling and buying a residence.
- c. Tax benefits for those under 65 who sell and buy a residence.

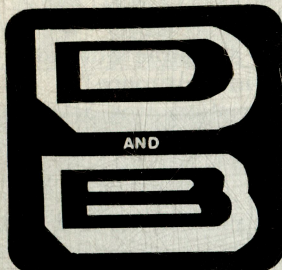
JORGE W. DICOCHEA

Public Accountant

408-295-2020/293-4756

1454 San Juan Ave., San José



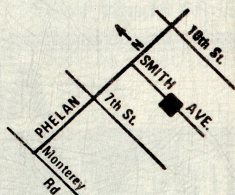


AUTO WRECKERS-295-6747

Tony Marine/Juan Lira/Co-Owners

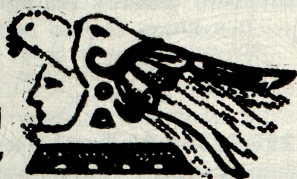
8 acres de automóviles y carrocerías
motores - transmisiones
carrocerías domesticos y importados
abiertos 7 días ala semana

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



TIZOC

**Mexican Restaurant
and Catering Service**



**COMPLETE
CATERING SERVICE
for your
WEDDINGS, QUINCEAÑERA
Fiestas or Important Social Events**

Open for Dinners at 5:00 P.M.
In the Beautiful Atmosphere
of the Pruneyard

Armando y Celia Moreno
Proprietors

**408/377-9301
730 The Pruneyard, Campbell, Ca.**

Chicana Nurses do it Bilingually

The Association of Chicana/Latina Nurses in Santa Clara County is currently recruiting more Latin - American people into the health professions. For more information contact Elia Astrid Ortega RNP (Ob-Gyn) at the Gardener Community Health Center 998-2264.

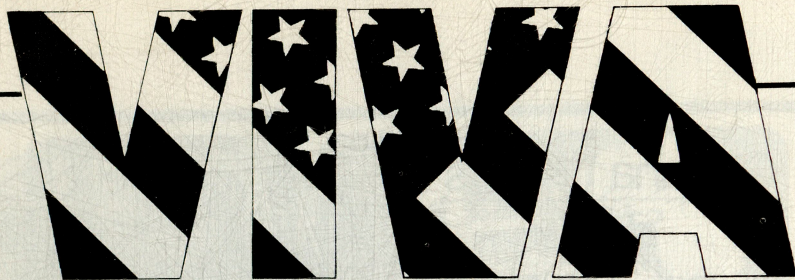


El Chapparral Super Donde Más Barato Dan



Clodo Carrazana, Yanna Duprel,
Conrado Zanolto, Fred Zanotto 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 SALUTE TO HISPANIC AMERICANS

Energy is one of the most challenging problems facing the United States today. Since the oil embargo of 1973-74, hundreds of books, pamphlets and articles have been written on energy and today the energy problem continues to be a widely featured topic by the media. For that reason it is no surprise that among the wide variety of energy materials printed in the last five years, there appeared in October 1978 a new booklet that deals specifically with the contributions that Hispanic Americans have made in science and engineering, including the energy field, from the first explorations of this land by our Spanish ancestors in 1524, to the recent participation of Hispanic engineers in nuclear and space age activities. We are referring to the booklet entitled "VIVA—A SALUTE TO HISPANIC AMERICANS IN SCIENCE AND ENGINEERING." The authors of this publication are Domingo Nick and Conchita Reyes of Washington, D.C. Both are of Mexican descent and originally they came from Texas.

The objectives of the "VIVA" booklet are twofold: First, it looks at the past and reviews at great length the countless number of Hispanic Americans who have distinguished themselves in science and engineering and who in some significant way contributed

to the development of the technology of this nation. Second, it looks at the present, recognizing those scientists and engineers who can serve as role models and an inspiration to stimulate the Hispanic students to take courses scientific and technical fields. This booklet is full of an enormous amount of interesting stories, drawings, and photographs that would be impossible to describe in a couple of pages. For example, it includes a patent of a solar energy heater invented by Marcos de la Garza of El Paso in 1913 as well as a photograph of the recent Nobel Prize winner, Luis W. Alvarez, for his work in nuclear physics.

This booklet contains the names of the different Hispanic societies for engineers and scientists plus the pictures of its most distinguished members. Included are several who are working for the Department of Energy, like Leo Apodaca, Jose Chacón, Carl Caves, José L. Cortez, Alfredo L. Gonzáles, Luis G. Rico, John C. Vigil, S. J. Bustamente, Reynaldo Morales, and Leonardo Gutiérrez. In addition, there are cited many other engineers and scientists who work for other federal agencies or for private industry who have demonstrated that even in these fields "*si se puede*"—it can be done.

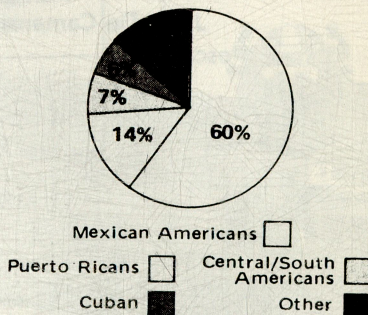
The Department of Energy

plays a key role in the great task of trying to solve the energy problem and for that reason ROE has an interest in seeking a greater participation of Hispanic scientists and engineers in this technology. That is why in the Forward of this booklet, the Deputy Secretary, John O'Leary, states: "Because of the socio-economic aspects of the energy problem, the Department of Energy must ensure that minorities, Hispanic American Engineers and Scientists in particular, are actively involved in the search for lasting energy solutions."

A new era of opportunities is here for the Spanish-speaking students who choose college careers in such fields as mathematics, chemistry, physics and engineering. The future is in energy and the next step is up to the Hispanic youth!

High school and university students and instructors, as well as other interested individuals, may receive free copies of the booklet "VIVA" by writing to Hector Mimiaga, Office of Public Affairs, Department of Energy, Washington, D.C. 20585.

Percentage Comparison of Hispanic-American Population by Group



By the mid 70's the rhetoric of the 60's had died. Some activists were now involved in efforts addressing the issues raised by all that talk. Minority group participation was and is still a major issue.

Numbers show percent Hispanic-Americans in relation to total State populations

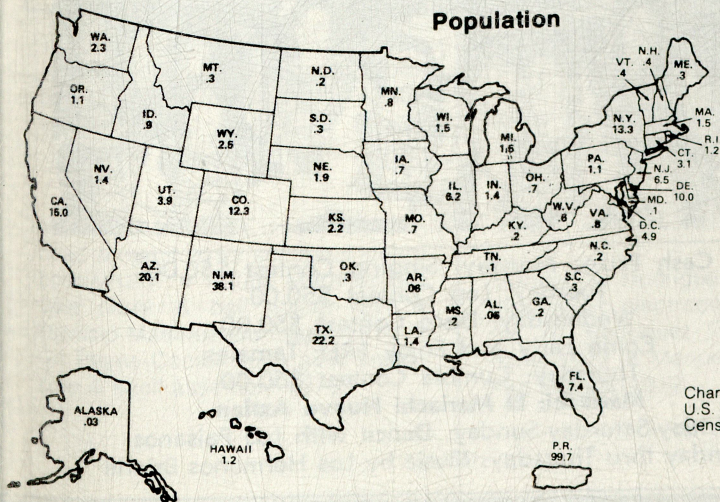


Chart Sources:
U.S. Bureau of the Census
Census of Population: 1970

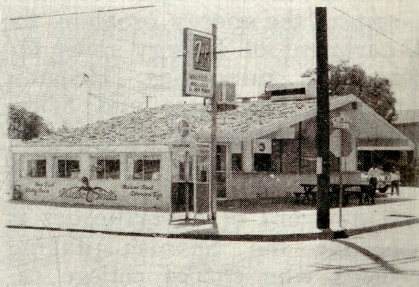
MARISCOS INDA

Mexican Food/Sea Food

ALMEJAS OSTIONES

Jugo De Camaron
Pescado

Coctel De Abulon
Carne Asada



Dos Lugares para Servirle
a usted y su familia

408/292-2180
300 WILLOW ST.

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

MARIO'S PLACE

Live Entertainment Every Night/Open 7 Days a Week

Your Hosts/Mario and Lucy Molina

1481 Almaden Road San Jose



Cash Prizes Monday: Singing Contest \$50.00

Tuesday: Leg Contest \$50.00

Wednesday: Disco Contest \$50.00

Come Early and Enjoy FREE Tamales

Thursday: Cumbia Contest \$50.00

Mariachi: El Mariachi Nuevo Aztlan

Friday-Saturday-Sunday: Dance with Los Paisanos

Monday thru Thursday: Music by Los Hermanos Brione

Hispanic Family Inventiveness.



Alvarez Coat of Arms



Gonzales Coat of Arms

Albert C. Alvarez-Aerodynamic systems & apparatus-1963 • Alfonso Alvarez-Blade for safety razors-1911 • William Alvarez-Frameless window screen-1959 • Nemesio F. Alvarez-Self loading motor truck-1952 • Luis W. Alvarez-Aircraft control system-1951

Ignacio Fernandez-Metallic railway tie - 1971 • Pedro Fernandez-Wrench-1912



Fernandez Coat of Arms



Garcia Coat of Arms



Lopez Coat of Arms

Antonio C. Garcia-Automatic steering-head for bicycles-1898 • Joseph F. Garcia-Starting vaporizer for explosive engines-1911 • Joseph Garcia-Acetylene gas generator-1898 • Julio E. Garcia-Steering apparatus-1890 • Jose Garcia-Baby walker-1875

Jose Gonzalez-Water motor-1911 • Albert Gonzalez-Rail-way switch-1904



Martinez Coat of Arms

Nestor Lopez-Boiler-cleaning compound-1904 • Joseph Lopez-Acetylene lamp-1911

Manuel J. Martinez-Combined drum-head & manifold for sectional steam boilers-1887 • Rafael Martinez-Billiard chalk & ball holder-1876 • Dionisio Martinez-Gun sight-1875 • Gil Reyes-Combination sink enclosure & shelf assembly-1976



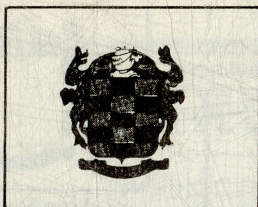
Reyes Coat of Arms

Cesar D. Reyes-Anchoring system used in post stressing concrete-1975 • Daniel Reyes-Stereophonic cabinet-1975

Manuel R. Rodriguez-High tension therapeutic electrode-1904 • Manuel R. Rodriguez-Tool for boring holes-1912 • Manuel Rodriguez - Fire escape-1912



Rodriguez Coat of Arms



Silva Coat of Arms

Albert P. Silva-Burglar alarm-1875 • James S. Silva-Improvement in ice cream freezers-1860



Vasquez Coat of Arms

Pablo Vasquez-Wagon dumping gear-1900 • Angie Vasquez-Preparing meat, poultry, fish-1872

Early engineering in irrigation and mining



Controlling rivers for irrigation



Early mining methods



Device for ridding mines of water

We are grateful for the courtesy extended by Dr. Daniel T. Valdes, publisher of La Luz Magazine to use these family crests.



Las Cazuelas

Aquí Encontrará el MENU más
Extenso y Variado de toda la Bahía
Lo Más Selecto y Delicioso
En Comidas Mexicanas

Justino Venegas, Owner

297-6370 30 S. Second St.

WILLIAM STAHL

abogado

problemas de inmigración
y asuntos de familia
Se Habla Español

Primera Consulta Gratis

408/246-4526

4040 Moorpark, Suite 202

San José, California

Salinas Office:

408/757-1094

21 W. Alisal St Despacho 104

Dr. Juan De Heras, D.C.

OFICINAS

QUIROPRACTICAS

Casos de Accidentes Auto-
movilísticos Casa o Trabajo

TELEFONO 249-1244

2351 Forest Avenue San Jose

Directamente atras del

Valley Fair Shopping Center

C/S CON SALSA



JESUS OROSCO



Q'uvo. Not an awful lot happenin' in the Latin music world. Fania Records (fast becoming the Edsel of Salsa companies) are releasing their typical assembly line salsa and hoping to release winners anyway possible.

One surprise is the new voice from Discos Locas. Virginia Lopez is a refreshing sound from the typical Salsa bubble gum factory.

The latest release by El Pampero, Gato Barbieri is excellent. His line-up includes Carlos Santana and Eddy Martinez.

The Fania All-Stars latest album, Spanish Fever, is as hot as the Titanic hitting the iceberg. Fania's third Columbia release is again a poor try at a cross-ever album.

The only song worth having is "Sin Tu Carñio" more and more. I am seeing how Ruben Blades is becoming one of the most talented singers/writers in the salsa field. (Sin Tu Carino is Raquel R's y my tune lookout).

Three hot (really) releasee in from Freddy Records. (A Todo--) Ramos and the Mexican Revolution and Mayo 78. All are must get (4 chile) albums.

I just returned from Mexico and have seen some of the best Mexican Salsa I have ever heard. Among them La Libertad y Grupo Sabor.) In the coming issues I'm going to get into the Mexican Salsa scene Watch out N..Y.).

Paz Amor y Salsa
Jesús Orosco

Dr. Ivan T. Hendren / Quiropractico

Sufre de Dolar de Cabeza, corto de resuello, corazón presión de la sangre, del estómago, higado, condiciones de la piel, de los riñones? Tiene un dolor en el cuello y en la espalda? Sabe Ud. que las torceduras de la espina dorsal ponen presión en los nervios y cierran las fuerzas necesarias de los nervios que se transmiten del cerebro a todos los órganos del cuerpo. Esta fuerza de los nervios 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 quiropracticos. El doctor consultará con usted de sus problemas de Salud para determinar si usted es de aquellas personas que responden a los tratamientos Quiropráticos. 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

ALMADEN EXXON

FOREIGN & DOMESTIC CAR REPAIR

Tune-up • Alignment • Air Condition (Service & Repair)
Brakes • Radiator Flush • Tires at Discount Prices

Joe Gomez
408/267-2460

4595 Almaden Expwy.
San Jose, Ca.



TIRES AT DISCOUNT

Se Habla y se le Afiende en Español

Marglads

Bridal Salon 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



DANIEL SALDAÑA



GALLERIA DE LUCHADORES



El Tenor Internacional Mexicano
Don Carlos Castáneda Sr.

El Sr. Castáneda nació en México, en Mazatlan, Sinaloa; al morir su padre; su madre; su hermana y él se vinieron a los Estados Unidos en el año de 1945.

El talento que Carlos mostró desde muy temprana edad para el canto fue notado por las amistades más íntimas de la familia y lo animaron para que tomara parte en algunas de las presentaciones locales de aficionados y en ellas ganó tres primeros lugares; después cantó con bandas locales y orquestras, por la regular cantaba canciones mexicanas.

Se presentó como voluntario al Servicio Militar de los Estados Unidos durante el conflicto de Korea, sirvió tres años, de las cuales uno sirvió en las fuerzas combatientes. En 1954 recibió su baja con el grado de sargento. En las filas tuvo oportunidad de cantar muchas veces para los soldados.

En al cuartel del Presidio de San Francisco presentó su examen

y el San Francisco Board of Education, a través de Mission High School le otorgó su diploma de High School, ese mismo año se hizo ciudadano de los Estados Unidos de Norte America.

Como GI estudió en College Español y Música con su voz como instrumento.

En San Francisco State University se graduó de Bachiller en Artes, siguió estudiando un año más y logró obtener su credencial de profesor de High School; tiene además grado de maestro en Literatura Española, otorgado por el San José State University; sigue estudiando y espera lograr su Diploma de Doctor en Filosofía.

El profesor Castañeda ha estado enseñando en escuelas de diferentes lugares por unos doce años.

Mientras atendía al College cantó con varios grupos en duetos o tros sin acompañamiento, tomó parte en coros, en operetas y en muchas ocasiones como solista; fue solista por cuatros años en Saint Anthony's Church en San Francisco.

Conoció a Madam Seraphime Strelova y ella la aconsejó que tomara el canto como carrera profesional, estudió con ella por cinco años y otros cinco con el profesor Salvatore D'aura en Palo Alto.

En 1958 Carlos fue animado por la Sra. Strelova para que se presentara como solista en San Francisco Opera Company; Carlos se presentó y fue aceptado. Trabajó cuatro años para la Com-

pañia de Opera y esto fue el em-
piezo verdadero de su carrera
como cantante profesional y lo
que aprendió allí ha sido de gran
valor en su vida, como persona,
como músico y como cantante.

El Sr. Castañeda ha aparecido
muchas veces en el programa de
television "Alma de Bronce". En
1977 fue a cantar a México en
donde fue muy aplaudido.

Desde 1958 el tenor Castañeda
se ha presentado cada vez que ha
sido requerido para ello, cantando
en óperas, conciertos, televisión,
banquetes, radio, clubs nocturnos,
etc., etc.

Su voz se ha oído por diez años
en el Club Internacional de San
Francisco "Bocce Ball", este club
es visitado por miles de turistas y
personas radicadas en al área de
la habia. Ha cantado óperas de
lās grandes compositores, entre
Mozart, Leoncavallo, Verdi, Ma-
ssenet, Beethoven y Strauss. El
tenor Castañeda cantó óperas de
estos compositores con West Bay
Opera Company en Palo Alto, Ca.
Con esta compañía trabajó dos
años. Por cinco años trabajó en
radio y televisión como cantante,
maestro de ceremonias, anuncia-
dor, director musical, escritor,
comentarista y entrevistador, to-
das estas actividades en Español,
sus programas lo han hecho muy
popular entre la comunidad de

habla Hispana. Su repertorio
abarca desde música sacra hasta
canciones Italianas y Mexicanas
de grandes compositores como
Agustín Lara, María Griver, Al-
fonso Esparza Oteo, Jorge del
Moral, Gutv Cárdenas, Consuelo
Velazquez, Gabriel Ruiz, Gonzalo
Curiel y muchas más.

En 1969 el profesor Castañeda
fue designado por el Sr. Consul
de Mexico Daniel Galán para que
enseñara y dirigiera "El Coral
Mexicano de San Jose", con el
cual se presentó en muchos pro-
gramas.

El Sr. Castañeda es casado con
ella señora Olga María, el mat-
rimonio ha tenido dos hijos, Car-
los Jr. que tiene su grupo y en-
seña y los dos siguen estudiando
música.

Le pedí al Profesor Castañeda
que me hiciera el favor de darme
un mensaje para la juventud y
me contestó: Sr. Saldaña, "Des-
pués de haber vivido ya varios
años y después de haber luchado
en esta bella, interesante, estimu-
lante y muy corta vida, he llega-
do a concluir que estoy de acuer-
do con pensadores más ilustres y
más originales que yo, que el
éxito en casi todas las actividades
humanas. depende del ferviente
deseo de hacer, perseverancia, di-
ciplina, industria, concentración,
salud, amor, felicidad y paz". □

*El
Excentrico*

— SUBSCRIPTION BLANK —
PLEASE REMIT \$8.00

Check _____ Money Order _____
FOR ONE YEAR'S SUBSCRIPTION
24 Issues

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

274 Terraine St. San Jose, California 95110

CLUB NEWS

Latin American Lions Club

Gran Cena Baile de Gala Sábado
11 de Noviembre de 1978. En
San José, Elk's Lodge, 444 W.
Alma, San José, Ca.

de 7.00 a 8.00 P.M.

No-Host Cocktail

Cena de 8.00 a 9.00 P.M.

Baile de 9.00 P.M. a 1.00 A.M.

Orquesta Almendra de

Connie Caudillo

y la presentación especial

del gran Tenor

Internacional Mexicano

Profesor Don Carlos Castañeda



Donación \$15.00 por persona
Pida sus boletos a los telefonos
249-1244 y 296-1344

Diviertase y ayude a una
obra caritativa.

GET IN THE NEWS . . .

Is your club lacking "Club-
licity?" Is your organization miss-
ing out on free public relations?
Was your wedding fantastic? How
about your Quinciañera? Give
we a call at

GARCIA Enterprises

274 Terraine Street

San José, California 95110

408/294-4040

EMPLOYMENT

WANTED mature, Spanish speak-
ing person for housekeeping and
child care of two girls ages 9
and 11. Fremont area. Private
room provided. Call: (415) 657-
8940 or (415) 786-3660.

1950's

Volantes Auto Club



REUNION DANCE

Friday, November 17th, 1978
9:00 P.M.

BLOCKER HALL

1246 E. Santa Clara St.

San Jose - Corner of 26th St.

Music by

EL QUINTETO BAHIA

Director: Sal Caldillo

For Information Contact:

Paul Belloumini - 251-0237

Blocker Hall - 379-3773

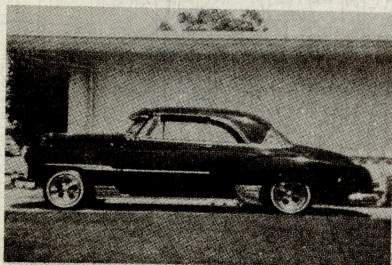
X - VOLANTES MEMBERS

AND FRIENDS

Let's Get Together Again

Ride On!

by ANDY PORRAS



MEDIA LOW LOWDOWN Part II

Ya ni la C---n! Man, is this little corner of the world angry. Were you gente out there aware of the soul bros treatment in the All America pueblo of Gilroy? Well, it seems that the lighter-colored inhabitants of Califas don't want some of these athlete Blacks to be on the football squad of the Gavilan Junior College team. So, in order to intimidate them, they have been breaking into their apartments and attempting to run them down like they did (do?) in Texas, 'Bama, Florida, etc., etc. Enter the big boys from the local dailies . . . to make a long corage short, in one of the ace reports read by this person, part of the blame was laid on "low riders who gather in Gilroy from other areas . . ." Like I said at the beginning of the column YNLCh!

CHULAS CHULAS CONTINUED . . .

My good amigo and fellow artista, Teen Angel, dropped over by RAZA RAGS to inform us that a very well known club in San Jo is looking at the possibility of helping stage the First Annual Miss Lowrider fandango (remem-

ber, you read it here first). Keep those letters coming in on the subject. Sorry, I can't print all of them, but the best one will certainly help me out. Attention Sonny Madrid, Mr. LOWRIDER, I have a very important message in my possession, please contact me ASAP or forever lose out on a very fantastic . . . well, Sonny boy, call me de volada!

SCENE AROUND TOWN

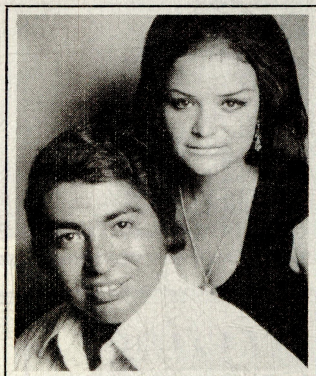
TOUCH OF CLASS Co-ordinator Robert and Prez Poncho getting some real nice looking shirts from RAZA RAGS (fast becoming the official outfitter of the area's Lowrider clubs) . . . EL FREDDY telling the 49ers how he feels about their lousy record with a special T from RR . . . CHICANO'S PRIDE lades from Visalia getting some shirts at RR. . . . DANNY MARTINEZ showing off his pretty MCarlo to the girls from down Santa Clara St. . . . RUDY TORRES coming in to San Jo from Stockton (where another RAZA RAGS outlet will open soon) to view new LOW-RIDER designs at RR . . .

. . . ARMANDO GIL crusin' by RR with two pretty ladies and buyin' a bunch of original RR shirts . . . RICH RODRIGUEZ ridin' round with a group of groovy gueras . . . CHACHO GONZALEZ drivin' into San Jo from Woodland to see some of his novias . . . MANDO MARTINEZ and brother ARTHUR doing their caterin' trip near San Jose State U. . . .

LATER . . .

Don't forget to keep in touch, come on by RAZA RAGS or give me a call at 297-3562

La Placita Restaurant



"Taiga su familia a un lugar amistoso donde lo atienden bien y rápido. Vengan a comer nuestra comida Mexicana. Saldran satisfechos. Los precios son razonables."

Horario: Lunes a Jueves 9 am-9 pm

Viernes y Sábado: 9 am-4 am

Domingos: 9 am-12 am

**Ernie y Grace
Hernandez, Owners**

**408/292-2069 - 89 East San Fernando St.
San Jose, CA**



**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**



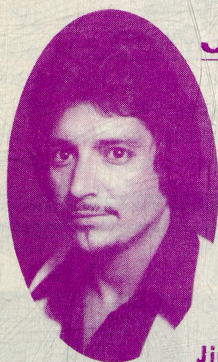
**RB Furniture has everything in furniture,
accessories, bedding and carpeting
SERVICIOS EN ESPAÑOL**

259-0320

2155 Tully Road - San Jose, California

The Disco Dancer of The Year

Elvira Cabada celebrated her second birthday with a party at Shakey's Pizza. Grandpa (Richard Diaz) caught her disco dancing for her party guests. Shirley Temple ala Mexicana???



JIM'S Hairstyling

Long Hair Our Specialty

VICTOR DIAZ

is now associated with
Jim's Hairstyling

Hairstyling for Men and Women/Feathered Cuts
Hair Straightening
Se Habla Español

Jim Garcia/Paul Lucero/Victor Diaz
408/293-2747 123 South 3rd, Downtown San Jose

For the BRIDE...

On Your Most Special Day

WEDDING GOWNS \$39.99 to \$119.99

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



Tel. 238-2424

323 EASTRIDGE MALL

Upper Level

Lupita D'Alessio



Nació en México D.F., el 10 de Marzo de 1954. Radicando los primeros 15 años en Tijuana, Baja California, lugar en donde se inició como cantante con el Grupo La Familia D'Alessio, integrada por sus padres y hermanos.

A los 16 años grabó su primer disco sencillo, titulado MI CORAZON ES UN GITANO, tema musical que sin preámbulo la colocó entre las artistas más cotizadas del momento.

En 1971 hizo su primera aparición en la Televisión capitalina, a la vez que grabó su primer disco de larga duración, que incluye las melodías más destacadas en sus inicios como cantante.

En 1974 nuevamente Lupita grabó un verdadero hit, MUNDO DE JUGETE, tema musical de una telenovela. En este mismo año fue protagonista de la obra teatral "La novicia Rebelde". A partir sino también para niños.

Un ejemplo de ello son las melodías "Erase una vez", "Marcelino Pan y Vino", "Do, Re, Mi", y otras.

A participado en radio, televisión y teatro.

Entre las telenovelas que a grabado, se encuentran "Ana del Aire", "Paloma", "Pacto de Amor", entre otras.

Hasta el momento tiene en el mercado 9 discos de larga duración, 12 discos sencillos y una Joya Musical.

Desde su inicio es artista exclusiva de Discos Orfeon.

Entre los trofeos que ha obtenido, se encuentran "Calendario Azteca de Oro", "Heraldo", y otros, forman un total aproximado de 9 preseas que Lupita tiene en su colección, mostrando que es una verdadera cantante, ya que Lupita D'Alessio ctualmente se encuentra en el Primer lugar de

Popularidad con la melodía "JURO QUE NUNCA VOLVERE", composición de Juan Gabriel.

En 1978 participa en el Festival OTI 78, con la melodía "COMO TU", composición de Lolita de la Colina.

La tabla final para la competencia, en la cual se decidirá cual es la canción que representará a México en el Gran Premio de la Cnción de Iberoamérica, con escenario el mes de Diciembre en la República de Chile, encabeza LUPITA D'ALESSIO con la canción "COMO TU" con 100 puntos, seguida por la siguiente canción con la diferencia de 15 puntos, lo cual indica que será LUPITA D'ALESSIO quien resulte ganadora del Festival OTI 78 para representar a México en la gran final de Chile. □

GARCIA PRINTING

Wedding Invitations

DIRECT MAIL/ GRAPHICS,
LAYOUT AND PRINTING

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

Forget Me Knot Florists



Angeline Terrasas - Proprietor

408/274-5151; 297-7472

50 No. Santa Teresa & 2842 So. White Rd., San Jose

THE PLANTATION, 555 So. Bascom Ave., San Jose

408/294-3312

Flowers for All Occasions

Quinceañeras • Weddings • Funerals
Arrangements • Live Plants • Gifts

IMPERIAL VALLEY CLUB

FIRST ANNUAL



Dance - Drinks - Buffet

First Annual Christmas-Coronation Ball

December 9, 1978

7:30-8:30 Coronation/9:00-1:00 Dance

Buffet Dinner 8:00-10:00

Music by/Los Paisanos

St. Claire Hotel

Corner of San Carlos and Market Streets
San Jose, California

Sponsors

Mario's Hair Styling
3154 Alum Rock Ave., 408/923-9952

Los Paisanos
408/259-2707
