

El Excentrico

30th Year,

No. 2/April 20, 1979



GLORIA
RODRIGUEZ



WILFRED
IRIZARY

WE ARE
NUMERO UNO!
"Y USTED QUE OPINA"
CON JESS DELGADO



JOSE LOPEZ
y LOPEZ



JOSE
ARMENDARIZ



SANTOS
LOPEZ



ROGELIO
MARTINEZ



RENE
SAENZ



JAIME
DEL PRADO



ROBERTO
TREVINO



LUIS
BARRIENTOS



WILLIAM
MEYER



MANUEL
AGUAYO



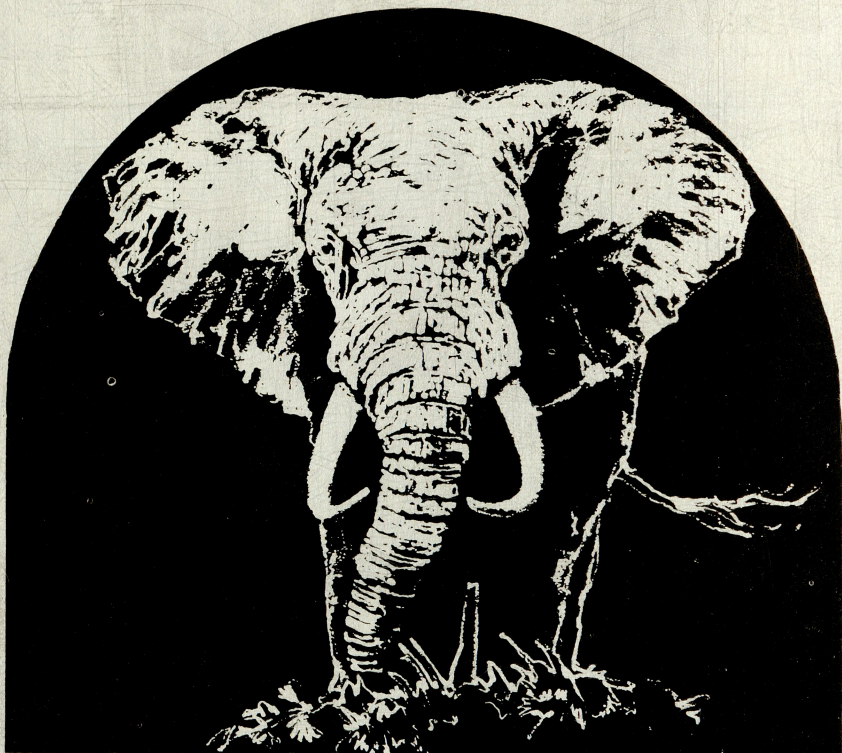
SHORTY
ESPINOZA



JESS
DELGADO



Felicita Nuestra Comunidad Por la Brillante Forma de
Celebrar Las Fiestas Patrias
Del 5 de Mayo
!VIVA MEXICO!



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

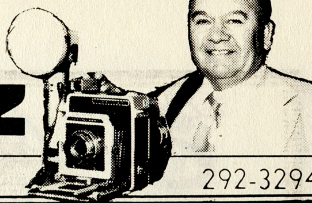
No. 2 1098 N. First St., 275-1480/275-1485

No. 3 - Story & White - 926-1292

Richard Diaz

EL FOTOGRAFO DE LAS ESTRELLAS

292-3294



Left to right: Rudy Moya (Giant Furniture), Victor Zavala (Zavala Roofing), Al Garza (San José Councilman), and Albert Rodríguez (Radio KAZA).



Ruth Talamantes (owner of Club Chihuahua) and Rodrigo de Los Muecas de Mexicali and Rebecca from Santa Clara.

La Caravana de Superestrellas will be in San José on May 5, 1979 at the Center for Performing Arts. Heading the Caravana is the Superestrella Lucha Villa. Other performers appearing are Pi-porro, Fernando Allende, Sara García, Gerardo Reyes, Estela Nuñez, Gilbert Valenzuela.



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 Oroscio

30th Year, No. 2 April 20, 1979

Contents	Page
Richard Diaz	3
Lions Club	7
Consumer Facts	9
Galleria	10
Saldana	14
Community Events	19
Punch Bowl	25
Opinion	27
Trio of Talent	28
Marzo	30

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

The Hideout Lounge



Dancing Five Nights a Week

"Los Grandes Band"

408/279-9788

1347 Julian St., San Jose

APARTAMENTOS DE RENTA

- Unfurnished Apts., \$145 & up
- Furnished Studio Apts., \$135 & up
- Furnished Rooms, \$85

Sr. Sanchez

Phone (408) 294-2050

Dr. Juan De Heras, D.C.

OFICINAS QUIROPRACTICAS

Casos de Accidentes Auto-
movilisticos Casa o Trabajo

TELEFONO 249-1244

2351 Forest Avenue San José

Directamente atras del . .
Valley Fair Shopping Center

BILINGUAL VOLUNTEERS YOU ARE NEEDED!

Offer your friendship and sup-
port to someone in your com-
munity trying to overcome emo-
tional problems. Train to be a
Community Friend Volunteer,
408/292-6666.

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



On May 5th, ~
TINY MARIE PEÑA



celebrated her 11th birthday with friends and relatives. Her proud parents are Mr. Sefernio Peña and Mrs. Linda Rubio. Her grandparents are Jenny and Manuel Orzate.

Ismael Meats



CARNICERIA

En la Tienda **HAPPY MARKET**
Donde el Señor **Mike Gonzalez e**
hijo Mike Jr., lo atenderan con
toda cortesía estamos para
servirles.

Encuentran menudito fresco patas de res y puerco—cabezas de res — tripas — carne de puerco a muy buen precio. Y una línea de carne de res — fresca todo los días.

CORTAMOS freezer orders — llámenos
408/294-3082 — 515 McLaughlin, San José

EMPLOYMENT OPPORTUNITY

HOUSING REHABILITATION TECHNICIAN

\$1275-1535 per month. Requires H.S. graduation equivalency, 3 years experience in residential housing or 1 year experience in inspection, CA drivers license. **Apply: City of San Jose, Room 207, 801 N. 1st Street, San Jose, CA 95110. 408/277-4204 by 5/4/79. Equal Opportunity Employer.**



Bob Himsl VW

**SERVICIO ESPECIAL
PARA TODOS**

**en
BOB HIMSL VW
Sales - Leasing - Parts - Service
"SE HABLA ESPANOL"
BEN TREVINO**



**911 W. Capitol Expwy, San Jose
265-4400**

Spanish-English Language Services

AURORA D. MARTINEZ

INCOME TAX SERVICE

**Inmigración y Servicio de Notaría
Teléfonos**

297-6166; 297-4976

80 South First Street

San José

LION'S CLUB



La señora Janet Gray Hayes, alcaldesa de la ciudad de San José, durante la inauguración de la biblioteca latinoamericana.

Para festejar a la señorita Patricia Cámachó en el día de su santo, sus familiares y amistades se reunieron en su residencia. En



Baile de aniversario del Club Latinoamericano de Leones de San José. En la foto aparecen: el Doctor, Juan de Heras; la señora, Alida Cámachó; la señora, Virginia de Heras; el señor, Daniel Saldaña y la señora Carmen de Saldaña.



la foto, la agasajada acompañada por la señora Carmen Saldaña,

Daniel Saldaña, Luís García, Alida Cámachó y Susie Cámachó.



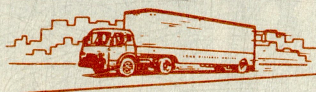
Grupo de mariachis durante la inauguración de la biblioteca latinoamericana de San José.

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



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

Consumer Facts

YOUR EYEGLASS PRESCRIPTION

A new Federal Trade Commission rule requires eye doctors to give patients their prescriptions immediately after an eye exam. They can't charge extra for doing this, either. If you're not given your prescription — ask for it. Then let the FTC know what happened. It's your legal right to obtain it. With your prescription in hand, you can then shop around for eyeglasses and contact lens just as you would for any other product, looking for the best quality at the best price. Problems? Write FTC, "Eyeglasses," Washington, D.C. 20580.

UNORDERED MERCHANDISE

Many consumers are upset when they get something in the mail that they didn't order. They fear the sender will demand payment and then they will have to prove they didn't place the order. Many consumers rush out to the post office and send the item back at their own expense.

Federal Trade Commission attorneys say if you receive un-

ordered merchandise by U.S. mail you can consider that product a gift and keep it. They emphasize that you might want to contact the merchant first to be absolutely sure you didn't unknowingly place an order. If in doubt, ask for proof of your purchase. Under the Mail Order Rule, enforced by the Commission, it's illegal for a seller to pressure you to return unordered merchandise or to bill you for it.

Only two kinds of merchandise can be sent legally through the mail without your prior consent: free samples, clearly marked as such, and merchandise mailed by a charitable organization to ask for contributions. If you have a problem, write FTC, "Unordered Merchandise," Washington, D.C. 20580.

THREE DAYS TO CANCEL

know they have three days to

Quite a few consumers already cancel ("cool-off") for most purchases of \$25 or more made in their homes. What they don't know is that this right to cancel works in other places too.

"Dos Lugares Para Servir a Ud."

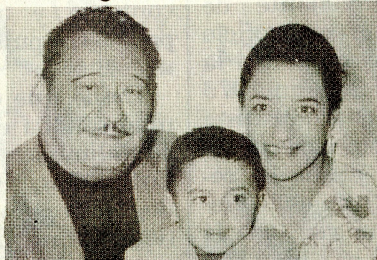
DALE'S CLUB

- 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



Sr. Ismael "Vic" Zavala

El Sr. Zavala nació en Castro Ville, Ca. Sus padres vinieron de México, se casaron en California. El padre del Sr. Zavala era albanil, murió cuando Ismael apenas tenía 15 años de edad, desde chico en el tiempo que le dejaba libre la escuela piscaba ciruelas en los ranchos del Condado de Santa Clara; al morir su padre Ismael dejó de ir a la escuela y entró a trabajar en la canería, como sólo tenía 15 años, para conseguir el trabajo dijo que tenía 18. Trabajó como obrero y después fue operador de Jeep. Llegó a ser mayordomo. En 1952 se separó de la canería por que quería aprender un oficio; empezó a trabajar como ayudante de techador (roofer) en este oficio trabajó 20 años y tuvo que ir a la escuela para aprenderlo; en 1973 recibió su licencia de contratista de techos, empezó su negocio en una finca vieja que el mismo reparó y compró dos camiones viejos, se puso a trabajar con toda la energía de que es capaz un hombre que tiene ambición; ingresó a

la Unión de Constructores de techos de Santa Clara. (Santa Clara County Roofing Association).

El hermano del Sr. Zavala empezó a trabajar con él Tom aprendió el oficio y ahora Tom hace los presupuestos. También el hijo del Sr. Zavala Ismael "Vic" Zavala Jr. le ayuda a su padre, al terminar su Escuela Secundaria (High School) no quiso ir a College y prefirió aprender el oficio de su padre y ayudarlo en el negocio; Zavala Jr. también hace presupuestos. Tanto Tom como Zavala Jr. han puesto gran empeño en el negocio y han sido una gran ayuda para el Sr. Zavala que ha logrado establecer una empresa donde ocupa al Sr. superintendente Frank Ramos, cuatro mayordomos, y unos 30 o 40 trabajadores durante todo el año.

Actualmente están construyendo unas grandes bodegas en su nuevo local ubicado en el número 740 W. San Carlos St. en San José, Ca.

El Sr. Ismael "Vic" Zavala se casó en 1955, su esposa Margarita le ha dado 3 hijas y un hijo, todos ellos forman una familia muy feliz.

Gracias al buen carácter del Sr. Zavala su negocio prospera, sus clientes están satisfechos, sus trabajadores lo estiman y él está contento y agradecido con ellos por el impulso que le dan a su negocio.

Desde que el Sr. Zavala era un niño soñaba con tener una tienda de alimentos (delicatessen) en Los Baños, Ca. resultó un buen negocio, pero le quitaba mucho tiempo que le hacía falta en su negocio de techos; vendió la tienda y se dedicó a sus techos des-

pués de haber realizado el sueño de su vida.

El Sr. Zavala es miembro de Kiwanis Club, Elks Club, miembro de la mesa directiva de U.M.B.E. (United Minority Business Entrepreneurs Inc.) y de M.A.C.C. (Mexican American Chamber of Commerce.)

Le pedí al Sr. Zavala que me hiciera favor de darme un consejo para la juventud y me contestó:

Sr. Saldaña, creo que la juventud debe de trazarse un linea recta hasta la meta que quiera alcanzar, seguir su meta sin desviaciones, poniendo todo su empeño, esfuerzo y capacidades hasta lograr alcanzarla. El estudio, el trabajo honrado, la moral, la educación y el respeto a si mismo y a sus semejantes son los materiales indispensables para construir el edificio en que pueda vivir feliz.

AMEX

Employment Opportunity

ENGINEER, ELECTRICAL

An Equal Opportunity, Affirmative Action Employer, Air Force Contractor has an opening for an Electrical Engineer. Position requires BSEE with a minimum of five (5) years working experience with consulting industrial or construction company. Responsibilities include preparation of design, studies, cost estimates,, design drawings and specifications on facility electrical projects. Send or bring resume. Phone for interview:

AMEX SYSTEMS, INC., Sunnyvale Air

Force Station, Sunnyvale, CA 94086. Phone: 408/745-3561



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.

*Mr. and Mrs. Remberto Rodriguez
request the honour of your presence
at the*

First Holy Communion

of their daughter

Celia Valtierra Rodriguez

on Saturday, April 28, 1979, 6:00 P.M.

Most Holy Trinity Church

2040 Nassau Dr., San José, California

MADRINA

Amalia Gonzalez



MARISCOS INDA

Mexican Food/Sea Food

ALMEJAS OSTIONES

Jugo De Camaron

Coctel De Abulon

Pescado

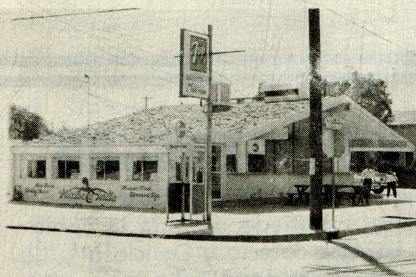
Sun-Thurs

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

C.M.H.A AWARDS

Enrique Rodriguez



The Chicano Mental Health Association has been nominated to receive an award for outstanding volunteer service in Santa Clara County during the past year. According to Maria Reyes, president of the Association, "East Valley Mental Health Center was not able to provide adequate mental health services to the Spanish

speaking residents of East San Jose. Through our advocacy activities, a new Spanish speaking unit was created to develop relevant mental health programs for the Spanish speaking community." This group of concerned citizens has initiated and monitored in service training programs for mental health professionals.

Award winners will be announced on Wednesday, April 25, 1979 at the tenth annual Volunteer Recognition Luncheon. The luncheon is sponsored by the Voluntary Action Center of Santa Clara County and the Junior League of San Jose. It is the highlight in Santa Clara County of National Volunteer Week, April 22-28.



Mary Siaz
Co-Owner

California Living REALTY

Martha Herrera
Co-Owner



Our Staff

Sally Cogia
Lena Manriquez
Gil Parrott

Bruno Lopez
Mike Pick
Larry Yates



Secretary/Lynnette

Especializamos en Ranchos y Terrenos
Casas de todos precios



408/272-3303/15 Stewart Avenue, San Jose
(One block east of White Road and Alum Rock)



Daniel Saldaña



El Chairman de ayuda a los sordos en el Distrito 4C-6 y Presidente de Latin American Lions Club, felicita al León Daniel Tirado en su cumpleaños. El Presidente Steve Chavez sonriente escucha al León Tirado.

Latin American Lions Club organizó el examen de los oídos de 60 niños de tres hasta cinco años de edad que asisten a las escuelas número uno y número dos de

Green Valley. De los 60 niños examinados seis resultaron con problemas que requieren atención médica; el presidente de Latin American Lions Club y Chairman de la ayuda para los sordos del distrito 4C-6 León Steve Chavez está tratando de conseguir la ayuda Cripple Children Association para los menores que pertenescan a familias de bajos ingresos.

El día siete de Marzo se hizo otro examen a setenta niños de Jac-o Lin School, en este examen también resultaron seis niños con defectos que necesitan tratamiento médico, y para aquellas que no tengan medios de atender a su tratamiento se está buscando la forma de ayudarlos. El Latin American Lions Club ha pagado los exámenes de estos niños con un costo aproximado de \$600.00 seiscientos dólares y tiene la intención de seguir haciendo estos exámenes en el futuro.

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

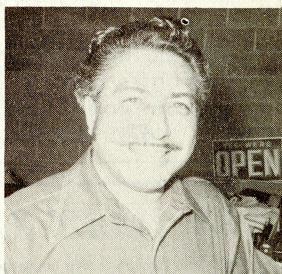
Bank of America/
First National/
Master Charge/VISA

En el Centro de San José

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)

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

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 dias.
 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

Chez Angele Perfumes

"Directly From France"

EASTER SPECIAL — 10 PERCENT OFF on French Perfumes,
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

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.



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

Tel. 258-1615

1621 E. Santa Clara



Ram Rooter

24 HOURS

Emergency Service

**INDUSTRIAL/COMMERCIAL
& RESIDENTIAL**

The Key to Your Drain Problems
ALL DRAINS

including yard and roof drains
Washmachines - Drain Cleaning
Plumbing Repairs - Toilet
Mainlines
Phone 288-5424

Servicio de 24 Hrs.

Toda Clase de Drenajes
**INDUSTRIAL/COMERCIAL
y RESIDENTIAL**

Baños, Línea de Drenajes,
Maquinas de Lavar
Reparación de Plomería
Especialista en
Limpiar Drenajes
Phone 288-5424

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

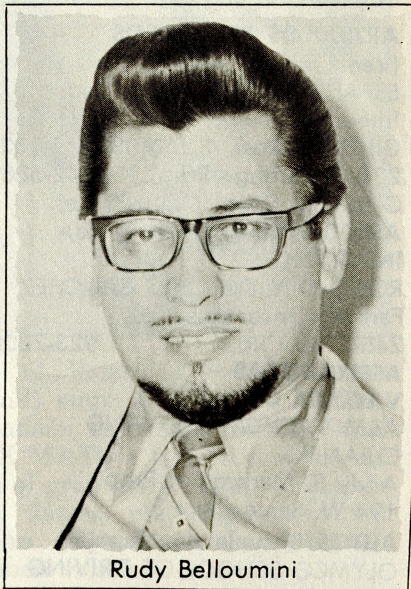
THE TEN COMMANDMENTS OF GOOD BUSINESS • A customer is the most important person in any business • A customer is not dependent on us — we are dependent on him • A customer is not an interruption of our work — he is the purpose of it • A customer does us a favor when he calls — we are doing him a favor by serving him • A customer is part of our business — not an outsider • A customer is not a cold statistic — he is a flesh-and-blood human being with feelings and emotions like our own • A customer is not someone to argue or match wits with • A customer is a person who brings us his wants — it is our job to fill those wants • A customer is deserving of the most courteous and attentive treatment we can give him • A customer is the life-blood of this and every other business.

These members represent most of the responsible business and professional Spanish-speaking merchants in Santa Clara County. They have expressed their interest in doing business with each other as well as with the community-at-large. You are encouraged to remember them when you have need for their products or services.

You may refer to this directory of goods and services with the greatest of confidence and satisfaction . . . knowing that these professional and business people will offer the best services and satisfaction at a reasonable price when you deal with them. Their motto is "Treat the customers fair and they will always refer our business to others."

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 estan 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.

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

— SAN JOSE — — A —

ABARROTES y MERCADOS

FOOD BOWL MARKET
Esq. 33rd y McKee Rds.



ANUNCIOS (Venta de)
CHISME GRAFICA NEWS
EL EXCENTRICO MAGAZINE
RADIO PRENSA NEWSPAPER
274 Terraine St. 294-4040

ARTICULOS RELIGIOSOS

BOTANICA SANTA BARBARA
Prop. Blanca Pinto
791 So. First St. 998-0648

ARTICULOS RELIGIOSOS

(Venta al Mayorero)

ESPANA IMPORTS Mfg. and
Importers

Gil De La Rosa, S.J. (408) 272-1321
236 S. Verduga Rd. (213) 242-6889
Glendale, Calif. (Main Office)

ASEGURANZA (Agencia de)- INSURANCE

ROGELIO Y DOLORES SANCHEZ
Farmer's Insurance Co.
2454 Story Rd. 923-7000

ASPIRADORAS -

VACUUM CLEANERS

A&M VACUUM & SEWING
CLEANERS

Andy S. Marroquin, Prop.
194 W. Santa Clara St.

AUTOS (Escuela de Manejar) OLYMCO SCHOOL OF DRIVING

Felipe De La Sierra, Prop.
75 W. Santa Clara St. 293-3211

AUTOS (Enderezado y Pintura de)

BLANCO'S AUTO SERVICE
Felipe Blanco, Prop. 377-4421
3210 S. Bascom Ave., Campbell

18

DIAMOND BODY SHOP
Fernando Salcedo, Prop.
80 So. Autumn St. 279-2256

LAFAYETTE AUTO BODY SHOP
Prop. Carlos C. Garcia e
hijo Joe 984-0447 o 226-1308
940 Shulman Ave., Santa Clara

AUTOS (Llantas para) - TIRES

DOMINGUEZ TIRES
Homero Dominguez, Prop.
798 Almaden Ave. 293-5917

QUIÑONEZ USED TIRES

Issac Quiñonez, Prop.
1364 E. Santa Clara St. 295-2790

AUTOS (Venta de) - AUTO SALES

AUTO EXCHANGE
"Buenos, Bonitos y Baratos"
3210 So. Bascom Ave. 371-1924

AZULEJO - TILE

MARMOL TILE CO.
Joe Salamon y Familia
640 Blossom Hill Rd. 225-4160
(Contractor's Lic. No. 328857)

— B —



BARBERIAS/BARBER SHOPS

CARIBEES BARBER SHOP 227-9924
Jim, Tim, Randy & Prop. Gil
Rodriguez a sus ordenes
2877 Senter Rd., Caribees Center

JOE'S ROCK CASTLE BARBER

Joe Pilar Garcia, Prop.
914 N. 13th St. 279-9472

MARIO'S HAIR STYLING BARBER

Josie & Prop. Mario Badilla
3154 Alum Rock Ave. 923-9952

BELLEZA (Sala de)/BEAUTY SALON

ANGELIQUE'S BEAUTY SALON
Irene, Lety y Lola Gonzales, Prop.
1128 King Rd.
(Near Story Rd.) 259-2100

COMMUNITY EVENTS

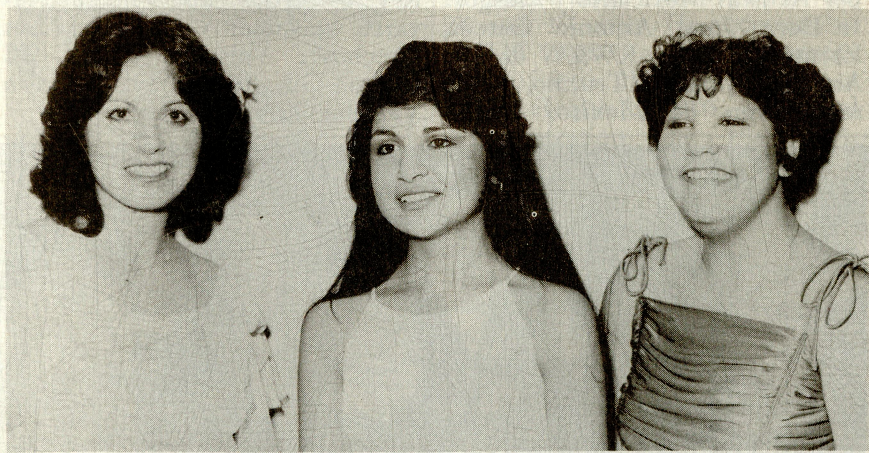


RUDY G. BELLUOMINI

"No es patria aquéllo donde no hay justicia, buena fe, concordia ni virtud. Sacrificar sus intereses, sus bienes y su vida por los tiranos, es sacrificarse, no por su patria, sino por sus más crueles enemigos." — Barón de Holbach.

It is not a native country where there is no justice, good faith, harmony and lacks virtue. To sacrifice its interest, its welfare and its life for the tyrants, is to sacrifice not for the country, but for the most cruelness of enemies.

Richard Diaz). Programa para las Fiestas del Cinco de Mayo: **SABADO 28 DE ABRIL** desde las 8 p.m.-1 a.m. habra la coronación de la Reina y gran baile en su honor con la orquesta de Rudy Madril, donación de entrada, solo \$3.00 por persona, en el Salon Hardeman Hall, Esq. Locust y Willow Sts. **SABADO 5 DE MAYO** Izamiento de las banderas de Mexico y Estados Unidos fren-



Miss Martha Guerrero will reign as "Reina del Cinco De Mayo" en San Jose for 1979-1980.

Princesas Silvia Aldana y Alma Arias and Condesas: Lisa Vargas, Juanita Vargas, Carmen Gonzalez y Josefina Anaya. Her Majesty Queen Guerrero and her Court of Honor will represent las Fiestas del Cinco De Mayo celebration to take place on Sunday, May 6 starting with un gran desfile in downtown San Jose followed by dancing and entertainment at St. James Park till the evening wears out. (Foto por

te el Palacio Municipal (City Hall) empezando a las 8:30 de la mañana en punto. **DOMINGO 6 DE MAYO** a la 1:00 p.m. empieza el gran desfile desde el parque St. James, esq. Segunda y St. John, así al sur por la calle Segunda voltiando a la derecha por la calle San Carlos y regresandose al parque St. James por la calle primera. A las 4 de la tarde se dará saber quienes son los trunfadores des desfile en las categorias de bandas, carros alegoricos, carros decorados, etc., mientras tanto habra gran divertimento para toda la familia.



HOMENAJE A TRIOS

LOS PANCHOS

Fotos por Gilberto Solarez,
"El Foto/Prensa De Los Artistas"

Homenaje al Trio Los Panchos por Artistas Mexicanos y amigos: Iz.-Der.: Juan Antonio Garces, Locutor de Radio KWKW de Los Angeles; Valentin Trujillo, Actor mas joven de Mexico; Lucha

Villa, Gerardo Reyes, Rafael del Trio Los Panchos, "La Primera Voz"; Sonia De Leon, Manejadora de los artistas, Empresa Del Rey; Federico Villa, Chucho Navarro, "Segunda Voz del Trio Los Panchos"; Valentin Leyva, El Guero Gil, Requinto, "Tercera Voz del Trio Los Panchos."



Cumpleaños de Gerardo Reyes. Le cantan las Mananitas: Juan Antonio Garces, Valentin, Valentina, Lucha Villa y Federico Villa.

CHICANO STUDENT UNION of Lincoln High School is presenting their 2nd Annual "Cinco De Mayo" Festival and Car Show on May 3 at West Valley College Campus from 11 a.m. till 5 p.m. Lots of trophies will be awarded to the best Disco Dancers, auto "Hopping Contest," Interior, 20 Paint and Overall Contest and

Bike Contest. Also a Queen Contest, Mexican Dancers, College Workshops, Food and Beverages will be featured . . . Disco Dance Contest starts at 9 p.m., money awards will be given to in the following: first prize, \$75; second prize, \$50; and third prize, \$25; admission is \$3.00 single and \$4.00 double. Annual event is sponsored by EL MOVIMIENTO ESTUDIANTEL CHICANO DE AZTLAN (MECHA) of West Valley College District. For further info, call 867-2200, ext. 218.

**1ST HISPANIC
SR. HILBERT MORALES WAS
RECENTLY APPOINTED
DIRECTOR OF PLANNING
FOR THE VALLEY MEDICAL
CENTER IN SAN JOSE**

Hilbert Morales, M.P.H. Health



Services Planner, Stanford University Medical Center, was recently appointed to head the Planning Department for Valley Medical Center. Mr. Morales hails from Gary, Indiana, his parents, Señores Toribio and Guadalupe Morales came from Torreon Chahuila, Mexico. Being a single parent, he has three children, Linda, age 23, Antonio Andres, age 17 and Maria Socorro, age 14. Mr. Morales lives in Palo

Alto. His major qualifications are: 12 years in program development, implementation and evaluation, 22 yrs. management experience at major academic medical centers, 12 yrs. executing and monitoring major facilities projects (1 million to 23 million dollars value each), all high technology, Biomedical patient care/research facilities; 6 yrs. Biomedical Research experience, 8 yrs. Clinical Chemistry Lab experience, 3 yrs. Medical/Surgical Technician experience and a working knowledge of California Administration Codes (Titles 22, 24 and 19, 17). He received his M.P.H. degree at the University of California, Berkeley, School of Public Health in 1976. (Hospital Administration and Planning). Some of his many activities and affiliations are: Steering Committee member, Chicano Health Institute for Students, Professors, and Alumni, Univ. of Calif., Berkeley, since 1976, member of the Latin American Studies Program Committee, Stanford Univ., Board of Director member of the Mexican American Unity Council, Redwood City, in 1967, he helped with initial laboratory and clinic planning for the Family Health Foundation of Alviso. In 1972, Mr. Morales prepared a long range facilities plan for the Our Lady Guadalupe Health Center of Daly City. Señor Morales has been an advocate for Chicano movement in the field of health and community endeavors; he is a credit to his race — the human race. "Nosotros no recibimos de la Naturaleza ninguna de las virtudes; llegamos a ser buenos y justos del mismo modo que uno aprende a ser buen arquitecto o buen músico."—Aristóteles. 21



RADIO PRENSA



DIRECTORIO HISPANO Y GUIA DE COMPRAS

CARIBEES BEAUTY SALON

Rosalie, Mary & Prop. Dolores
Lemus para serviles 578-0787
2875 Senter Rd., Caribees Center

DONNA'S HAIR DESIGN 286-1317

"Unique and Complete Hair Care"
1129 Lincoln Ave, Willow Glen

HAIR DIMENSION

SALON 258-2753

Lupe y Isabel a sus ordenes
1440 So. White Rd. (nr. Mt. Vista)



INTERNATIONAL HOUSE OF BEAUTY

Para serviles, Ramona Arroyo y
Lucy Chavez, Mgr.
233-C S. White Rd. 926-1098

JENNIE'S HAIR FASHIONS

Jennie y Maria a sus ordenes
680 Willow Street 293-1897

BIENES RAICES - REAL ESTATE

BEA SUPNET - ACACIA REALTY
"Venta de Casas" 268-1418
6455 Almaden Expressway

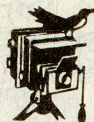
BLANCA ALVARADO

"Compra y Venta de Casas"
1635 E. Santa Clara St. 259-1784

RICARDO LEAL "Casas de Venta"

First Realty - Century 21
387 N. Capitol Ave. 926-5400
(Localizado en Gold Circle Shopping Center)

- C -



CAMARAS (Equipo de)

DENEVI CAMERA STORE
Su Amigo Mike Musicant
40 South 1st St. 279-1681

CARNICERIA-MEAT MARKET

ISMAEL MEATS 294-3082
Ismael Gonzalez e hijo Mike
515 McLaughlin - En Happy Market

CINES/THEATRES

TEATRO GARDEN

David Rodriguez, Gen. Mgr.
1165 Lincoln Ave. 293-1953

CLUBS NOCTURNOS/ NITE CLUBS

BLOCKER'S HALL

COCKTAIL LOUNGE

Blocker Villalba, Prop.
1246 E. Santa Clara St. 279-3773

CONSEJOS ESPIRITUALES

PALM & CARD READING by LINDA
Advice on Love, Marriage, etc.
926-1035

CONTABILIDAD-BOOKKEEPING

MARYESTHER'S ACCOUNTING
SERVICE

MaryEsther y Vera para serviles
3136 Story Rd. 251-0400/251-5552

CORTADORAS DE ZACATE-

Taller de
ADVANCE SAW & MOWER
Joe Grijalva, Prop. 294-9890
1030 McLaughlin (Back Entrance)

- D -

DOCTORES/DOCTORS

DR. LAWRENCE H. STERN, Opt.

Recepcionistas: Annete, Frances
y Irma para asistirlas.

67 So. First St. 295-4805

- E -

EJERCICIO PARA MUJERES

(Gimnasio de)

FIGURE WORLD HEALTH SPA

"Pierda Gordura y Peso

este Verano"

233 S. White Rd. 926-2132

EQUIPO DE CAMPO -

CAMPING EQUIPMENT

MARSAL'S HOUSE OF SURPLUS

Margaret Valente, Prop.

124 E. Santa Clara St. 293-3222

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

ELECTRICIDAD (Reparacion de)

PACIFIC ELECTRIC CO.

Frank Camacho, Owner

908 Fair Ave.

293-8102

— F —

FLORERIAS - FLORISTS

GARDEN OF EDEN FLOWERS

Lydia Borrego, Prop.

1937 Tully Rd.

(Nr. McDonald's Rest.)

272-5666

NINA'S FLORIST

80 Keyes St.

279-4585

FOTOGRAFIAS (Estudio de)

CHICO'S STUDIO OF

PHOTOGRAPHY

Chico Tellez, Prop.

781 Kaufmann Court

294-8381



FOTO MEXICO STUDIO

Familia Guzman a sus ordenes

36 S. 1st St.

289-1715

— G —

GUARDIAS DE SEGURIDAD-

GUARDS

ALERTA PATROL SERVICE

Ted Alanis, Prop.

1532 Amesbury Way

926-4479

— J —

JOYERIAS/JEWELRY STORES

ACAPULCO JEWELERS

286-8158

Arturo Gonzalez, Prop.

12 So. 1st St., Suite 305

LO MONACOS JEWELERS

Familia Lo Monacos, Prop.

2904 Alum Rock Ave.

251-4100

— L —

JB LIQUORS

Sus Amigos Jack y Bill Ajlouni

1096 Story Rd.

998-3479

— M —

MUEBLERIAS - FURNITURE STORES

FELIX FURNITURE CO.

Prop. Felix Nañez

25 W. Santa Clara St.

297-1303

GIANT FURNITURE STORE

Rudy Moya, Prop.

2017 Monterey Rd.

298-1991

— P —

PANADERIAS/BAKERY SHOPS

LOPEZ BAKERY

Prop. Miguel & Delia Lopez

233-B So. White Rd.

926-5355

PERFUMES IMPORTADOS DE FRANCIA

CHEZ ANGELE

371-7644

"Pruneyard Shopping Center"

Bascom and Campbell Aves.

470 The Pruneyard, Campbell

PERROS (Baños y Peinados de)

SHAGGY DOG GROOMING

Mary De Maria, Prop.

3150-A Alum Rock Ave. 272-4464

PIZZAS PARA LLEVAR A CASA

ED'S PIZZA CORNER

274-6070

Eddie Tovar, Prop.

(In the Alpha Beta Shopping Center)

2820 S. White Road

LA PIZZA

"Try Our Mexican Pizzas"

Cor. McLaughlin & Fair

295-5828

PUERTAS (Reparacion de) DOORS

QUALITY SCREEN DOOR

Richard, Robert y Don Green

1030 McLaughlin Ave.

294-9890

— R —

RESTAURANTES MEXICANOS

LINDA'S MEXICAN FOOD

CAPRI INN RESTAURANT

Ruben y Angelica De Cerda

855 N. 13th St.

295-4150 23

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

EDDIE'S MEXICAN FOOD
Hermelinda y Eddie, Props.
1179 E. Santa Clara St. 279-9498

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

EL PASEO LOMAS RESTAURANTE
Food To Take Out or Dine In
1709 Tully Rd. 923-2160

EL REBOZO RESTAURANTE
Martha Flores e familia, Prop.
118 E. Santa Clara St. 295-9795

JESS'S PLACE 225-3052
3088 Monterey Rd. 225-3080

LA CASA OCHOA RESTAURANT
John & Vera Ochoa
172 W. Santa Clara St. 293-2124

LA IDEAL RESTAURANTE y DELI
Ignacio Maciel, Pres. 294-6763
1101 S. First St. 294-6764

LAS PALMAS TACO BAR
Martin Mendez, Prop.
1495 The Alameda 295-3132

LOS ANDES MEXICAN & BOLIVIAN
Serafin J. Caballero, Prop.
Caribeas Shopping Center
2863 Senter Rd. 629-8101

TAMALE FACTORY
Bill y Lydia a sus ordenes
1054 Story Rd. 279-1489

TRINE'S CAFE - 2 Lugares
Trinidad Sanchez y familia
62 So. 2nd Street 998-9674
6240 Monterey Rd. 227-9905

ROPA FORMAL PARA CABALLEROS
DE LA ROSA TUXEDO RENTALS
Esposos Ralph & Estella
24 380 So. First St. 292-9102

- S -

SASTRERIAS - TAILOR SHOPS

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

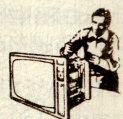


- T -

TAVERNAS - TAVERNS
EL GATO NEGRO
Ray Castrillo, Prop.
910 N. 13th St. 295-5356

EL TECOLOTE BAR
Greg y Angie Gonzalez, Props.
894 E. Santa Clara St. 298-7064

TELEVISORES (Reparacion)
DANIEL'S TV SERVICE
Dan Martinez, Prop.
16 So. White Rd. 259-5172



TRABAJOS PARA ANCIANOS - JOBS

RETIREMENT JOBS, INC.
Edward W. Austermuehle, Mgr.
210 S. 1st St. 294-3558



- V -

ALL AMIGOS TRAVEL CENTER
"Agencia Latino Americana
de Viajes"
642 Winchester Blvd. 243-8700

- Z -

ZAPATERIAS (Reparacion de)

HARVEY'S SHOE REPAIR
Javier Melgoza, Prop.
1709 Tully Rd. 251-3634

LALO'E SHOE REPAIR
Lalo Rodriguez, Prop.
1508 E. Santa Clara St. 251-2268

THE PUNCH BOWL



The earthly column with the
Latin touch

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

PUT UNCLE SAM ON A DIET

A national convention to amend the U.S. Constitution in order to balance the federal budget (and force Uncle Sam to lose weight) is being sought by the Green Prince of Calisteria.

Uncle Sam used to be lean and physically fit. Now he is grossly overweight, flabby, and out of condition. His arteries are clogged with the cholesterol of a fat diet paid by paper currency that has the value—almost—of Confederate Civil War dollars.

Day by day a dollar can buy less and less. The gloomy reports on inflation says that it's running now at an annual rate of 7.7 per cent, and it's expanding beyond food (People can no longer afford to buy it); and energy (with the price of a gallon of gas to be at least one dollar, as a coming attraction).

Now comes the Green Prince of Calisteria to tell his brothers and sisters in Congress to vote for a National Convention — the first one since 1787 in the Founding Father years.

WHAT IT'S ALL ABOUT

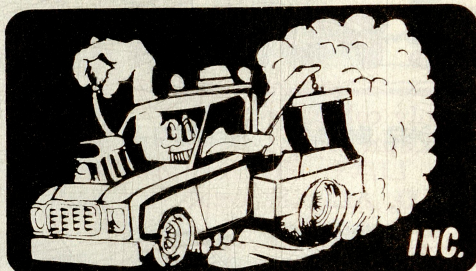
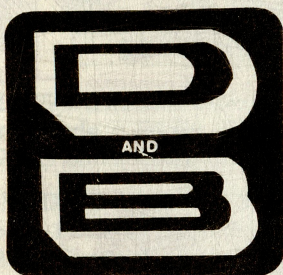
The budget for the fiscal year of October 1, 1978 to October 1, 1980 is 'lean, prudent and austere,' according to the King of Cacahuates, Jimmy the First. It amounts to only \$532 billion —

an increase of 38 billion over last year. (Not too much, really—a mere 7.7 per cent increase.)



Our gross national product is about 2 trillion, therefore even if the deficit doubles, some economists claim that the poor maligned King is not the villain in this movie, nor yet the father of inflation.

Nonetheless, the Prince appeals to visionaries with an eye to the stellar future of politics. All of those physical fitness fans would put Uncle Sam on a strict diet of alfalfa sprouts and yogurt, forbid him to drive a car (but use a bike instead), getting him into training by jogging or lifting weights to make his body leaner, stronger, more like Mr. America. There is only one hitch . . . will Uncle Sam want to? Some diets kill, you know.

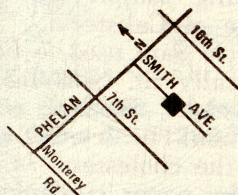


AUTO WRECKERS-295-6747

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



GARCIA PRINTING

Wedding Invitations

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





Opinión

by LUIS JUAREZ



BOOK WITH SAN JOSE ROOTS LANDED

"Mano a Mano, Gringo Chicana" is the title of a book just published by Editorial Olymco of San Jose.

The author is Rudy Tenes, a local Chicano who has succeeded in writing a magnificent tragic-comedy involving characters from San Jose's East Side and across the Mexican border.

Rudy Tenes was born in Tijuana, and during his youth he was a bullfighter, as was his father, Jesus, and his brother, Jose Luis. After emigrating to the United States, Rudy Tenes worked for a radio station and then became a jeweler.

One can't help but become angered — but also amused — at the incredible bickering and fraudulent deals the young matadors and apprentices suffer at the hand of unscrupulous, self-appointed bullfight agents.

So we come to know Don Pelapo, a restaurant owner and an ex-bullfighter; the young Walter with his almost incoherent Spanish, the only "Saxon" in the group, and Cathy, his girlfriend; Becerra and his most unusual slang, who appoints himself Walter's manager; Tirilongo (Johnny Gratis); the absolutely

rotten "Castanuelas" who laughingly will sell his own mother just to get a good chuckle; and Lolita, the 17-year-old supersex goddess.

They all become entangled in a sequence of comic, sometimes dramatic, sometimes very real situations that take us from Don Pelapo's restaurant in San Jose to San Francisco to Tijuana, Ensenada, Mexico City and back to San Jose.

Don Pelapo looks upon them in a fatherly way. But the young people want adventure and, more than anything else, they want to become involved with bullfighting.

Thus, we embark for Ensenada with the four young ones, Becerra, Tirilongo, Junior (Don Pelapo's son) and the only gringo in the group, Walter.

But we have to wait until the end for the real drama of "Mano a Mano."

Here the business becomes real, serious and deadly.

One of the matadors gets badly mauled by a bull. The promoters go to all kinds of excuses to stop a private plane that will take him to Guadalajara. They fear that if the wounded matador goes, the other apprentices will also leave — and ruin the next day's show.

Then comes the real mano a mano (get even) business.

All in all, a most interesting and simpatico book that should be enjoyed by everyone.

The book can be purchased by sending \$3.50 to P.O. Box 3275, San Jose, Calif.

Trio of Talent



TRIO OF TALENT — Charm, poise and dancing skills brought distinction to these three girls at the recent California Miss Pageant held at the Santa Clara Coun-

ty Fairgrounds. Renata Martinez, center, Irvine, was selected 1979 California Miss. JoLi Castello, left, Los Gatos, and Tiffney Lyn Myers, San José, shared first runner-up honors.

KNTV INC. 11 abc SAN JOSE

645 PARK AVENUE · SAN JOSE, CALIFORNIA 95110 · PHONE: (408) 286-1111



Don Hayward, anchorman for

KNTV Channel 11 in San Jose, master of ceremonies for the 10th Annual Volunteer Recognition in Santa Clara County.

Don Hayward of KNTV Channel 11 in San Jose, will be the Master of Ceremonies at the tenth annual Volunteer Recognition Luncheon on Wednesday, April 25th at the Hyatt House in San Jose. Mr. Hayward has worked for Channel 11 since 1964, in news, sports, as show host, producer and director. He has been in the broadcast business for twenty-three years, beginning in radio in 1956.

Mr. Hayward will present the awards to the winners for their outstanding contributions to the community during the past year. The Volunteer Recognition Luncheon is the highlight in Santa Clara County of National Volunteer Week, April 22-28. It is sponsored by the Voluntary Action Center of Santa Clara County and the Junior League of San Jose

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



Con la aparición del cristianismo murieron todas las divinidades mitológicas, pero de entonces acá han rodado los siglos sobre el mundo, sin lograr destruir en la memoria de los hombres el multiforme recuerdo de aquellos humanos dioses y gentiles. Estrechamente ligados sus nombres a las costumbres e instituciones de los romanos y sobre todo al cómputo del tiempo todos los pueblos de origen latino las hemos recibido y conservado en nuestro calendario, que procede directamente del establecimiento por Julio Cesar. Por esto vemos hoy que hasta sobre el mismo calendario cristiano parecen vagar las sombras de aquellos fenecidos dioses.

Vamos, pues, a trazar la historia de los nombres de los doce meses; y para seguirla con más agrado figurémonos estar presenciando el desfile triunfal de estos meses romanos.

El tercer personaje que desfila en el mitológico cortejo altivo armado de coraza sobre un dorado carro el cual le adornan las insignias del furor, la ira y la fama

30 le precede. Este carro, es arrestra-

do por dos corceles llamados el terror y la fuga. Su aspecto es el de un guerrero temible, de porte arrogante y majestuoso; su diestra empuña poderosa lanza y mientras con el brazo izquierdo sostiene alzando su luciente escudo, levanta la baceza tan alta, que los relampagos juguetean sobre su bruñido casco.

Es Marte el dios de la guerra. Los romanos le consideraban además como un dios omnipotente a causa de su gran poderío y fortaleza. Pedíanle la lluvia para los campos y le consultaban en sus asuntos privados sacrificándole sobre su ira ya un lobo o bien un buitre. Solían los soldados al ir a la guerra, llevar conservando atentamente si lo comían o lo rehúsaban; por medio de tales prácticas creían adivinar si tenían propicio y favorable a Marte, o por el contrario, había augurios de un combate difícil y de dudoso éxito. Veían también en el trueno y en el relampago señales del poder e indignación de Marte el que se le dio su nombre al tercer mes del año.

Autor Desconocido.

**GRAND
OPENING
CELEBRATION**

Emiliano **Zapata's**

A REVOLUTIONARY DINING EXPERIENCE

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

La semana de 9-14 de
Abril un descuento de 30
percent en cada plato con
este anuncio.

CELEBRATION

Saturday, April 14, 1979

ESPECIALIDADES MEXICANAS

Entertainment
Thursday thru Saturday



LUNCH • DINNER • COCKTAILS
MONDAY THRU SATURDAY - 11 AM TO 2 AM

**BANQUET RESERVATIONS MAY BE MADE
BY CALLING US AT 408/289-8797**



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

"El Rebozo" Restaurant



¡BIENVENIDOS! Lo mejor en platillos Mexicanos Seguimos, estando al servicio de toda nuestra clienela, 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

