

El Excentrico

28th Year, No. 19/January 5, 1978



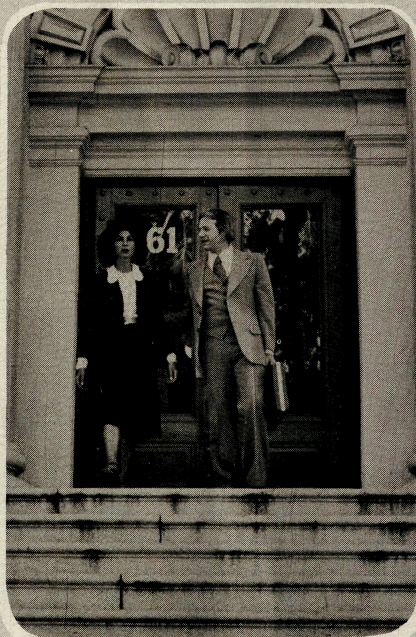
THE PINK ELEPHANT MARKETS

No. 1 400 South King Road - 272-2446

No. 2 1098 North First Street - 275-1480/275-1485

No. 3 - Story & White - 926-1292

**EN LA OFICINA DEL ABOGADO STEVEN ZANE
ROTHSCHILD CALIDAD PROFESIONAL ES
NUESTRA OBLIGACION Y PRECIOS
RAZONABLES SON NUESTRA META.**



Abierto de lunes a sábados y
además abierto por las noches los
lunes y jueves para su comodidad.

THE LAWYER'S OFFICE
of
STEVEN ZANE ROTHSCCHILD

267-9800

**para una cita o para pedir
uno de nuestros folletos**

**SERVICIOS LEGALES
A PRECIOS JUSTOS.**

Consulta	Gratis
Divorcio indisputable.....	\$95.00
Arreglo de propiedad desde	\$95.00
Testamento Estandar, individual	\$35.00
Testamento mutuo (Esposo y Esposa)	\$60.00
Incorporación de negocio pequeño	\$185.00
(Bajo recomendación de consejero de impuestos)	
Bancarrotta individual desde	\$250.00
Protección del hogar Homestead	\$15.00
Evicción indisputable hasta juicio	\$150
Cambio de nombre	\$95.00
Testamento viviente (Derecho de Morir) ..	\$5.00
Adopción	desde \$250.00
Representación de Defensa Criminal	

La lista anterior contiene los
costos mínimos para el trabajo del
abogado, en cada caso, habrá costos
adicionales como; costos de archivar
papeles en la corte, diligencia de em-
plazamiento, publicación de avisos
en periódicos, costos incurridos en
obtener documentos originales, im-
puestos y otros costos semejantes
serán extra.

Los precios están sujetos a cam-
bios sin previo aviso.

**20600 VALLEY GREEN DR., CUPERTINO, CA.
4608 MERIDIAN AVE. AT BRANHAM LN.,
SAN JOSE, CA.**

Richard Diaz



EL FOTOGRAFO DE LAS ESTRELLAS INTERNACIONALES ★★★ 292-3294



The Wedding of the Year

Jose Reynoso and Isabel Villalba del Gado were united at the Guadalupe Church in Sacramento, November 26, 1977. Over 1,000 people helped the couple celebrate their union at the Lions Inn.

Isabel is the daughter of Arnulfo Del Gado, La Empresa de los

Grandes Espectaculos. The reception was attended by many well known faces, Las Hermanas Huer-tas, Rene de Luna, David Rodriguez, Tony Robles and many of California most well known promoters. The camera of Richard Diaz was on hand to capture all of the blessed events.





Telephone 293-5546

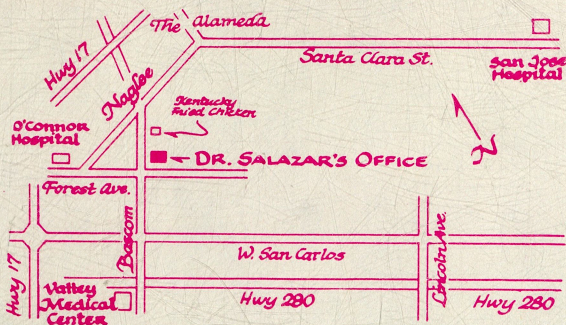


Fausto A. SALAZAR, MD.

Family Practice

(Medicina en General)

announces his new address



210 NORTH Bascom Ave. No. 1 San Jose, California

El Excentrico

Humberto Garcia, Sr.
Founder 1949 to 1974

Publishers/Editors

Bert Garcia/Marc Garcia

Managing Editor

Therese Beaver

Advertising Manager

Joe Marquez

Production Supervisor

Manuel Fernandez

Production

Angie Diaz

Bob Fain

Photographer

Richard Diaz

Public Relations

Rudy Belloumini

Contributing Editors

Steve Costella

Luis G. Juarez

Maria de la Luz

Escobar/Solarez

Daniel G. Saldaña

Jesus Orosco



IN MEMORIAM



Sr. Jose J. Alvarado, well-known Mexican - American businessman and community leader in San José, died after a short bout with pneumonia while vacationing in Guadalajara, Mexico, during the first week of January, 1978. Funeral arrangements with Dowdle and Manriquez Mortuary are pending while the body is being flown back to San José for burial. El Excentrico wishes to extend its condolences to the Alvarado family.

28th Year, No. 19/January 5, 1978

TABLE OF CONTENTS

Richard Diaz	3
Imperial Valley	6
Punch Bowl	13
Personalities	19
Mexican Movie	22
Salsa	24
Bilingual Rape	28

El Excentrico Business Office is located at 274 Terraine Street, San Jose, California 95110; Phone 294-4040.

Imperial Valley Club



The Imperial Valley of California Club held their elections for the 1978 officers and members of the Board, on Dec. 4, 1977, at Blocker's Hall. The Outgoing President, Richard Diaz, expressed his gratitude to the members for all the support and contributions to IVC throughout the past year. Richard would also like to welcome IVC's 1978 President Ted Alanis. Ted has asked that Richard be head of the Publicity Committee for the next year and Mr. Diaz accepted. The newly-elected officers are as follows: President, Ted Alanis; Vice-President, Blocker Villalba; Secretary, Hope Romero; Treasurer, Alicia Villalba,

and Sergeant of Arms, Henry Dominguez. Board of Directors for 1978 are: Josie Dominguez, Memo Rios, Maura Alanis, Mary Robles, Al Villalobos, Nena Alzar, Vera Diaz and Richard Diaz.

The new board wishes everyone a Happy New Year and President Ted Alanis would like to state the goals of IVC for 1978: to continue helping the community, to strive for larger scholarships for more students, to bring the club closer together, and to expand IVC, reminding everyone we emphasize family participation, friendship and unity.

Until the next time
Angie Diaz

OPEN H.S.A. BOARD MEETING

The Health Systems Agency (HSA) Board of Directors will hold its monthly meeting Thursday, January 12, at 7:30 P.M. in the Santa Clara County Health Department Auditorium, 2220 Moorpark Avenue, San Jose, California.

Agenda items will include a policy recommendation regarding Board compliance with Federal regulations, the monthly budget report, national guidelines on P.L. 93-641, and a procedure recommendation for filling Board Vacancies. The Board will take action on the Radiation Therapy and Long Term Care elements of the Health Systems Plan (HSP).

Gloria's Bridal Salon...

....A VERY SPECIAL PLACE TO
FIND THAT SPECIAL GOWN THAT
BECOMES A SPECIAL MEMORY...

294-4450

36 SOUTH 2nd SAN JOSE

SINCE 1947

- wedding gowns
- bridesmaids gowns
- mother of the bride
 - formals
- street wear
 - lodge

Most Major Credit Cards Accepted

OPEN MON. & THURS. TIL 9 P.M.
ALL PARKING TICKETS VALIDATED

**PRICES to SUIT
ALL BUDGETS**

**Bridemaids from
\$36.00**

**WEDDING
GOWNS
from \$69.95**

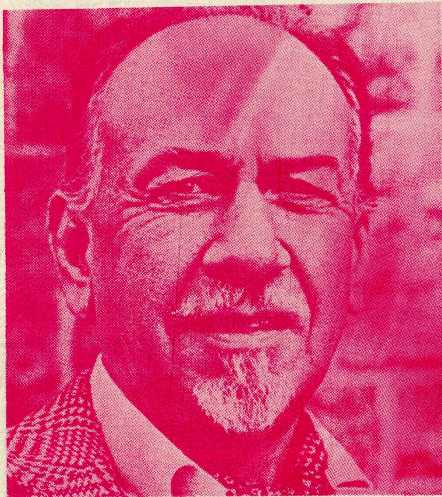
A CAREER IN LAW ENFORCEMENT CAN BE YOURS!

The San Jose Police Department is actively seeking men and women with Bi-Lingual (Spanish/English) ability to be Police Officers. Salary range is \$1397 to \$1690 per month. If you are between 21 and 35 years of age, have 60 semester units of college, and have a desire to serve your Community, contact:

San Jose Police Recruiting/Officer Ray Mendiola
151 West Mission Street/(408) 277-4951

AN EQUAL OPPORTUNITY EMPLOYER

JOSE FERRER



A PROUD PUERTO RICAN

Jose Vicente Ferrer de Otero y Cintrón, a native of Santurce, Puerto Rico, was in San Jose on Wednesday evening, December 21, 1977. He was here to portray Scrooge in the Charles Dickens Holiday Classic, A Christmas Carol, at the Center for the Performing Arts. The Center was filled for the production and the star was Jose Ferrer.

Jose Ferrer, a man proud of his Puerto Rican ancestry, has been described as one of the most versatile and gifted people in show business and for good reason. He is equally at home on the stage, in motion pictures and on T.V. He is renowned not only as an actor, but as a director, producer and author. Additionally, his musical experience is vast. He has won best actor, best director and best producer awards. He is an Academy Award winner and has

played key roles in innumerable productions.

The Puerto Rican community of Santa Clara County and the Bay Area is proud of their Brother Puerto Rican and showed up in large numbers at the Center for the Performing Arts. After the performance, some 200 people honored the distinguished actor at a reception at the San Jose Museum of Arts. The event was sponsored by Puerto Rican groups from throughout the Bay Area. The Master of Ceremony for the event was Humberto Cintron, Executive Director of the National Television Series, Realidades. Presentations were made to their fellow Puerto Rican by Ms. Esther McGovern, Public Relations Coordinator for the San Jose Public Library, Mrs. Conchita Bartolome of the Club Civico Social Puertorriqueno, by Gladys Pineiro, representing the Coalition de Boricuas, by Aurora Calderon of the Sons of Puerto Rico of Oakland and Max Velasquez of the Centro Borinqueno of Mountain View.

City Councilman, Al Garza, presented a proclamation for the City of San José and Jorge Pineiro presented a special plaque on behalf of the Western Region Puerto Rican Council and all Puerto Rican groups. The message of all the speakers was one of pride in such a fellow Puerto Rican and extremely happy that he was able to meet with them on a personal level.

Mr. Ferrer in turn, spoke to the group in both Spanish and Eng-

lish and also introduced one of his daughters who accompanied him on the trip. Jose Ferrer spoke with pride of his Puerto Rican ancestry. "I am proud to be Puerto Rican culture and language have been an asset to me in my career. I am thankful this evening for the honor that you have bestowed me and they will encourage me to even greater efforts in the future. Whenever I am in the area, please call me and I will come—"running."

The Puerto Rican community is proud of this native son. The Puerto Rican community in the Bay Area numbers about 100,000. They are to be commended for sponsoring this activity and also, for the unity that they have displayed.

The man still wears the pants in the typical American family. If you don't believe it, look under his apron.

AGENCIA de PROPIEDADES



VENTA DE CASAS

Todas Clases - Todos Tamaños
A todos Precios!

LLAME HOY MISMO

JOSE J. ALVARADO

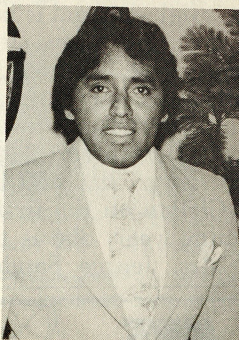
297-1339 1190 E. Santa Clara St.



**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

Jackie, remember



Pvt. Jackie Sandoval is on leave from Ft. Dix, New Jersey for the holidays. She recently completed basic training at Ft. McClellan, Alabama and is now stationed at Ft. Dix, New Jersey as an Army Motor Transportation. She will soon be leaving for duties overseas and plans to make the Army her career. Jackie also has two sisters that will leave for Ft. McClellan on the first part of the coming year. She is the daughter of Mrs. Jennie Sandoval of San

José, and a native of San José, she attended schools in San José, Chicao and Texas. She also attended Evergreen College. Her family is wishing her a happy journey in her career; also good luck in her overseas duties. The United States is something to be proud of. Good luck Jackie, your family loves you.

"JACKIE REMEMBER THIS"

I Dream of Jesus
I dream that God saw me
getting Weary
So he did what he Thought best,
He put his arm's around me,
and took me home to rest.
His name was "Jesus Christ"
My relationship "My
Co-Defendent"
His address "Heaven St."
His City and State
"Heaven and Earth"
Does this person have an
arrest record?
"YES"
His nature of the offenses, "Being
Nailed To The Cross."
How long had you known this
person, "All My Life"
Which I sadly Missed,
He created Heaven and Earth
and he created me to.
That's why I miss you GOD.
by Jennie Sandoval



SAVE

\$6⁰⁰

\$16⁹⁹

Reg.

\$22.99

Sizes
4 1/2 - 13

Blue
Nylon w/
White trim
"OCEANIA"



BROOKS

"VILLANOVA"
Blue Nylon with
yellow or orange
trim. Biege
w/dr. brn.
trim.



\$17⁹⁹

SAVE

\$4.00

OPEN 7 DAYS
MON - THU / FRI
9:30-5
SAT 9:30-6
SUN 11-5

SHOE FAIR



SAN JOSE

258-0353

1120 S. KING RD.

(Corner of Story & King)

**YOU CAN AFFORD TO LIVE AT
SANTA TERESA APARTMENTS
in San Jose**

on your **FIXED** or **LIMITED
INCOME**

Brand new, quality 1, 2 and 3
bedrooms for families.

Now Under Construction
apply

G & K Management Co., Inc.

408 246-0948 or 408 246-0800

Equal Housing Opportunity

**LATIN-AMERICAN
SINGLE ADULTS
NON-PROFIT
SOCIAL CLUB**

**NOW FORMING FOR AGES
BETWEEN 33 to 47**

Are You Divorced or Single
or any reason?

For Information call

408/292-2867 or 262-8743

**Disfrute la vida
que es mejor que vegetar**

"Capte lo espiritual"

**Sea un acompañante de vuelo
de la "United Airlines"**

Aléjese de la vieja rutina y disfrute una vida enteramente nueva con "United" Graduese en nuestros cursos de entrenamiento para una posición de respeto y responsabilidad, encontrando y trabajando con personas interesantes.

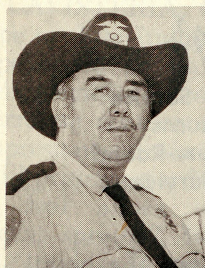
Si usted está con "United" Ud. ha logrado ser bueno.

Para más detalles sirvase llamar antes de Enero 13.

(415) 876-5432

**UNITED
AIRLINES**

An Equal Opportunity Employer



Benjamin Castillo
Owner

Castillo Patrol Service



Servicio Dia y Noche - Lic. No. C-6939
997-3276 20202 Harry Rd., San José

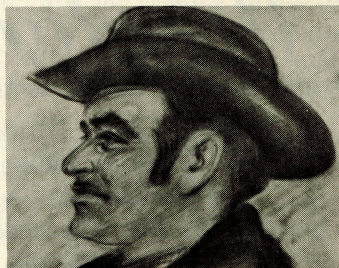
GILBERTO SOLAREZ
"El Foto/Prensa de los Artistas"

WEDDINGS

QUINCEÑERAS

SOCIAL EVENTS

310 MARGARET ST. 408/293-5512



La Placita Restaurant



"Traiga su familia a un lugar amistoso donde lo atienden bien y rapido. Vengan a comer nuestra Mexicana. Saldran satisfechos. Los precios son razonables." Ordenes Para Llevar.

Horario: Lunes a Jueves 9 am-9 pm

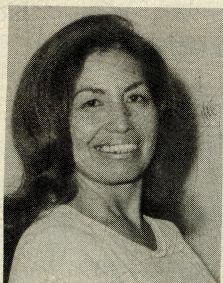
Viernes y Sábados: 9 am-4 am

Domingos: 9 am-12 am



**Ernie y Grace
Hernandez, Owners**

292-2069 (Entre la segunda y tercera) 89 E. San Fernando St.



Maryesther's

Bookkeeping & Income Tax Service
Personal and Business Returns/
Computerized for Accuracy/Year-Round
Bookkeeping and Payroll Service
251-0400/251-5552

3136 Story Road; San Jose, Ca.

Marglads

Bridal Salon Famous for Individual Attention

Wedding Gowns/Bridesmaids Gowns

Presentations/Mother of the Bride

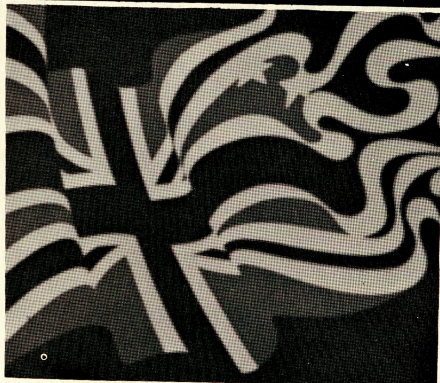
Prom Dresses/Quince Años

1201 The Alameda/294-0755

Free Parking in Rear



THE PUNCH BOWL



SALSA Y PICARDIA BUENAS Y FELICES!

Bienvenido a ésta tu casa! Prepárate a divertirte un ratito, consiéntete y acomódate agusto, vas a ver que hablaremos de temas interesantes.

LOS DOS PRINCIPIES

CALISTERIA, CA. — El príncipe azul de Inglaterra, y el príncipe verde de Calisteria, los dos más elegibles solteros del planeta tierra, se reunieron para cambiar impresiones de impacto mundial.

El príncipe verde compartió con su real alteza sandwiches de "beens sprouts", brotes de frijolitos, traídos de un tendajo especializado cercano a las oficinas gubernamentales, en bolsas protectoras de común papel.

El príncipe azul tomó nota del protocolo y hospitalidad californiana, para así poder reciprocarse en la misma forma cuando el príncipe verde vaya a Inglaterra a atender las ceremonias conmemorativas programadas para E. P. Schmaker, autor del libro "Lo pequeño es hermoso".

Manifestándole al príncipe verde que uno de esos sandwichitos, le estaría esperando en Londres.

KHARIS GLORIA AVRIL

Parte de los festejos consistió en una gira por lugares cercanos a Sacramento, la preciosa campiña, evitando pasar por la calle doce, el barrio mexicano, y los decadentes edificios históricos víctimas del paso del tiempo y a negligencia cívica; el príncipe verde condujo a Charles, heredero del tronode Inglaterra, en su Plymouth 74.

"No soy partidariode pompa y ceremonia, y menos de 'limousines' ostentosos", dijo el príncipe verde, "ya que son símbolos decadentes de capitalismo fatuo", agregó su alteza californiana.

Los dos principes conversaron amigablemente de temas futuristas como el de colonias espaciales, que tal vez se empiecen a construir en la luna.

Siendo que en el planeta tierra millones de gente carecen de viviendas, duermen en las calles, y no tienen techo sobres sus cabezas.

Siendo que en Estados Unidos los campesinos migratorios, tampoco tienen un decente lugar donde habitar, y las más de las veces carecen de los más elementales servicios.

Siendo que los "senior citizens" habitan en hoteluchos de mala muerte, verdaderas trampas donde en cualquier momento pueden fallecer durante un incendio.

Siendo que las sub-desarrolladas minorías, de negros, chicanos, chinos y japonese y otras aún más desamparadas, habitan en infames ghettos, verdaderas lacras en las cosmopolitas ciudades americanas.

Siendo que una basta mayoría 13

de la clase media paga rentas exorbitantes por viviendas mal ventiladas y descuidadas.

Siendo que el obrero paga renta en apartamentos inadecuados a vivir medianamente bien.

Tipico del retraso californiano no hubo mujeres que atendieran el "lunch" oficial.

"Tratamos aquí a la gente como individuos —no existen cuotas", manifestó el príncipe verde.

"Las mujeres son individuos que a la mejor se lanzan a conquistarnos con la calculada intención de privarnos de nuestro perfecto estado célibe", aclaró el príncipe verde.

El príncipe azul, Charles, tiene asegurado el trono de su país, cuando la ocasión llegue.

El príncipe verde sueña con destronar al rey de los cacahuates, en las próximas elecciones.

Durante su visita a los Estados Unidos, el príncipe azul dió una conferencia acerca de una de sus antepasados: "George III, fue bueno para Estados Unidos".

Olvidando que hace un poco más de 200 años, festivas campanas sonaron, hogueras fueron prendidas, y la gente de este país, celebrando su decision de hacerse independiente de la madre patria, marchó en procesión en Nueva York, tumbando y demoliendo una estatua de George III, monarca de la Gran Bretaña, colocada en un pequeño parque, "Bowling Green".

Mandando los fragmentos a Connecticut para que se usaran en la manufactura de balas, para pelear contra el dominio de la, nación de la que será rey el príncipe azul.

Qué lejos está ese día, ahora las dos naciones son amigas.

Y, si bien no existe paz en el planeta tierra, los dos príncipes
14 se despidieron con un abrazo fra-

ternal soñando con visiones de colonias especiales.

Donde sin duda vivirán las futuras generaciones terrenales, cuando no haya lugar en este planeta para su explosiva y avanzante población.

No por falta de una credencial investigada, o una invitación cortés al periódico El Hispano no asistí a la histórica ocasión de la visita del príncipe azul, fue más bien porque tenía asuntos más apremiantes para mí que atender.

Ya que ver al príncipe azul de lejecitos, y hacer la reseña de cómo es, qué viste, qué dijo etc. . . . calculé el lector la podría leer en varios periódicos.

Al príncipe azul el protocolo inglés le prohibió hiciera entrevistas. Y a los reporteros o personas de la comunidad le hicieran preguntas controversiales.

Así pues qué caso tenía amonotonarse con la multitud deslumbrada ante su alteza serenísima!

Bueno, que estés bien, y te vaya mejor son mis más sinceros deseos! Escribió para tí, sólo para tí, Kharis Avril. Para mis amigos, Gloria!

"Does your husband talk in his sleep?"

"No, and it's terribly exasperating. He just grins."

**Pandora's
Box**

1130 S KING ROAD
(Next to Shoe Fair)

**Need
Some Clothes?**

We have them at prices
You Can Afford
Nearly New Fashions
251-4112



THRIFT SHOP
We Will Sell Your
Clothes For You

Marisco's Ina Restaurant

SEA and MEXICAN FOOD

MARISCOS
JUGO DE
CAMARON
PESCADO
ALMEJAS
OSTIONES
COCIDO DE RES
MENUDO



ORDENAS
PARA LLEVAR
ABIERTO
DIARAMENTE
11 A.M. a 11 P.M.

VIERNES y
SABADOS HASTA
LAS 3 DE
LA MANANA

300 Willow (Esquina - Locust y Willow) 292-2180

Atencion Vendedores de Bienes Raizes



Tenemos una oficina donde queremos concentrarnos a ayudar la Comunidad Latina de San José, con vendedores bilingües (Español-Ingles) para ofrecer un servicio completo en ventas y compra de casas, negocios, industria, etc., etc.

Nuestros programas de venta garantizadas, entrenamiento profesional y plan de comisiones, es el mejor.

Si usted se interesa en trabajar en un Compañía de prestigio, responsabilidad y buen trato, llame a:

José R. Angulo—926-3002

Oak Ridge Realty, Inc.

Carlos Newton—267-8410

San José 1165 Meridian Ave.

Berg's

MEN'S WEAR

Ropa para el
Caballero Elegante

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

Abierto Diariamente
Hasta las 6:00 p.m.
Los Viernes hasta las 700 p.m.
52 S. FIRST STREET



WESTGATE SHOPPING CENTER

Open every weeknight till 9:30
Sunday 12:00 to 5:00 p.m.



\$250,000.00

**factory
closeouts:**

one of a kind:

**bump and
dent:**

LAMPS
\$5.00

CREDIT TERMS
WE CAN
FINANCE
YOU!!

CORNER
GROUPS
\$189
9 pcs.

FIRM MATT
YES, WE M
Twin **\$48.00**

HERCULON
SOFA
and
LOVE SEAT
\$188

CHEST
5 Drawer
\$22

BEDROOM
and
DINING ROOM
**20 to 50%
SAVINGS**

PILLOWS
ASSORTED
\$2.00

MAGAZINE
RACK
\$19.00

BREAD and
WINE RACK
\$39.00

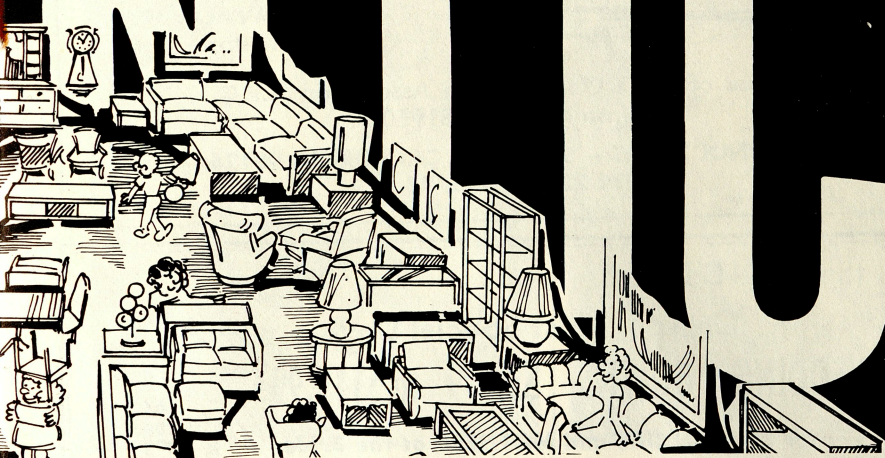
La Mueblería

GIANT FU

2017 South Monter
408/29

Store Hours: Monday-F
Saturday: 10-6 P.M.

ANTIC CLEARANCE!



discontinued items:		mismatch:		overstocked items:	
STRESS SETS MEAN SET!! Full \$58.00		LIVING ROOM TABLES \$19.00 as is!		FREE DELIVERY	
RAIN LAMPS \$39.00		HIDE-A-BEDS ALL FLOOR SAMPLE DISCOUNT		PICTURES and MIRRORS 20 to 50% off	
HALL TREE \$119.00		CHIME WALL CLOCK \$39.00		90-DAY LAY-AWAY PLAN	
DAMAGED RECLINER \$39.00					

Del Gigante

FURNITURE

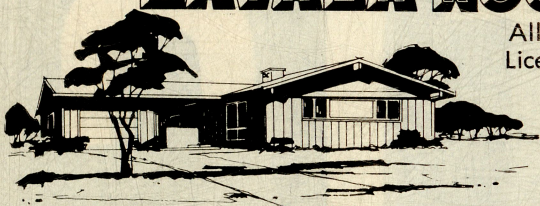
Grey Road, San José

98-1991

Friday: 10:00-9:00 P.M.

Sunday: 12-6 P.M.

ZAVALA ROOFING CO.



All Types Roofing & Repairs
Licensed — Bonded — Insured

ISMAEL "Vic" ZAVALA
Owner

ISMAEL ZAVALA, JR.
Estimator

Member of Santa Clara Roofing Association A.R.C.
License No. C39-281950

257 SUNOL STREET — SAN JOSE, CALIFORNIA 95126
286-2265/286-6795

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

SERVING
SANTA CLARA VALLEY
SINCE 1937



**DOWDLE &
MANRIQUEZ**
MORTUARY

Lena Manriquez
Director

DAY OR NIGHT CALL
293-3747

1066 South 2nd St. San Jose



SANDRA

GILBERT

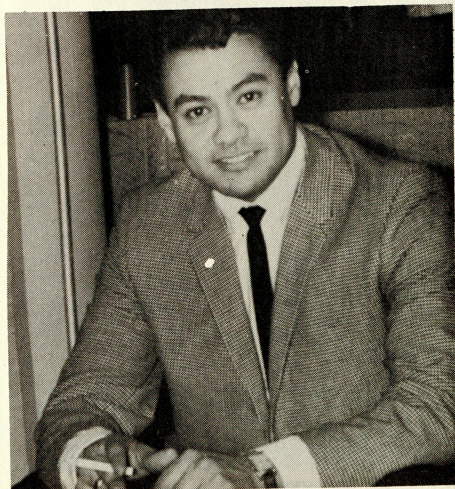
ESCOBAR//SOLAREZ PERSONALITIES OF 77



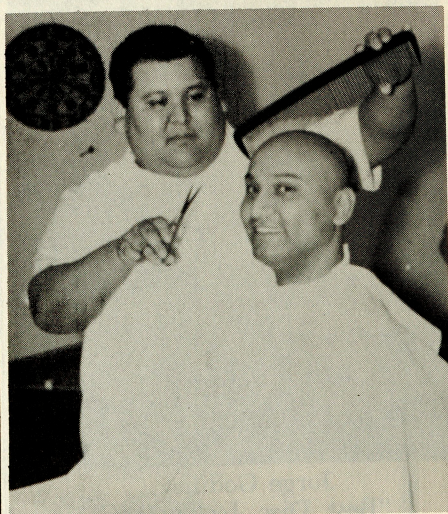
"Best Male Bartender"
(Mario's Place)
Strong & Silent,
just like his drinks!!



Anita Duarte
"Woman Libber"
"Or you can call me BOSS"



Hank Coca
"Most Established Businessman"
"The Granddaddy of the
furniture business."

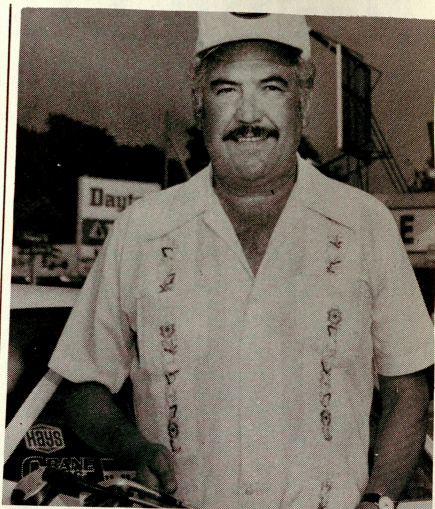


Steve Mendez
"Best Hairstylist"
Next! (who, me?)

PERSONALITIES 77



Eddie and Dolores Bojorquez
 "Best dressed couple"
 "With the best dressed smile"



Armando Yañez
 "Most dedicated golfer"
 Practices all his shots *faithfully*
 at the "Clubhouse"



Jorge Godinez
 "Best Disc Jockey/MC
 and his wonder dog,"
 Princess, placed 1st at San Jose
 20 Fairgrounds Annual Dog Show.



Richard and Rosie Fuentes
 Brown Express
 "Their fame is spreading faster
 than a speeding locomotive"

LIVE MUSIC • BANQUETS • PARTIES

El Toro **Restaurant and Lounge**

72-76 E. SANTA CLARA, SAN JOSE, CA. 95113
PHONE 286-0314

PRESENTLY FEATURING.....

Parking in
rear
Kirby Parking
Lot
35 So. 3rd St.



Wednesday
Night - 50c
Margaritas
For Everyone

LOS INOCENTES

L/R—Roberto Diaz; Pepe Segura; Carlos Perez;
Calixto Manriquez y Manuel Santizo.
presently appearing Wednesday thru Sunday
Free Champagne and Cake on Special Occasions

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)



San José, Ca. — Recibió con gran alegría la fabulosa actuación de Raphael y de la madre Patria. España.

Escenario el Civico Auditorium donde se reunieron personalidades de la comunidad para aplaudir a los famosos cantantes.



Fco Ortiz, reportero de al Ex-
céntrico, Yolonda, Irene casas
fotografa profesional, Sr. Santa
Maria, director y manejador de
Raphael. Srita. Casas, actriz de
cine y TV y Pepe Lopez, locutor
de KASA.



Raphael
Martha Casas y Pepe Lopez,
KASA.

por Fco Javier Ortiz

Jeanne's Beauty Salon

Salon de Belleza "Jeanne's"

CHILDREN BORN STARS/NIÑOS NACIDOS ESTRELLAS

Coloring - Shampoo - Sets - Bleach
Perms. - Relaxers - Hair Straight - Cuts
Men - Women - Children



Child Care - Modeling - Recreation - Talent Shop
Bible Study - Snack Bar - Barbecue Ribs - Hot Catfish Sandwiches

Call for Appointments **288-6415**

Open 24 Hours — Child Care Available

persona disponible para cuidar niños

1187 E. Santa Clara, San José at 24th St.

MADAME SOPHIA

Spiritual Reader and Adviser

Madame Sophia is not a common reader, she does not read by cards or palms, but through God's Spiritual Gift . . . Will help you reunite the separated and give helpful advice on all matters of life . . . such as . . . love, marriage, business, and happiness . . . Will give lucky hands and numbers . . . Bring peace and heart in your home . . . Will call your friends and enemies by name without asking a single word . . . Help to remove all evil influence and bad luck of all kinds . . . One visit will convince you . . . Will give you peace of mind to know what to do and what not to do, through God's Spiritual Gift . . . When you come to see her you will receive a free book about yourself to make you understand more about yourself and others.

BRING THIS AD AND SAVE/ONE FREE QUESTION BY PHONE

Call Now . . . 797-8722

EL CHAPARRAL SUPER

Completo Surtido de Verduras Carnes Frescas
Products de Mexico y Sud America



**CLODO CARRAZANA/YANNA DUPREL/
CONRADO ZANOTTO/FRED ZANOTTO/FRANK MORUA**

1001 E SANTA CLARA ST., TEL. 998-8028, S.J.

C/S CON SALSA



JESUS OROSCO



Peer International Corporation is one of the latest recording companies to jump into the Latin market. Both in the production and promotion, Peer International is handling many new acts ready to break out. Responsible for the Latin line is Charlie Lopez. A former resident of San José, Lopez has produced a 45 with a new young vocalist destined for stardom. So far, Carmin, the young Puerto Rican vocalist, born in Rio Piedras, seems to have the sen-
cious voice to make her a star. Her release of Quitame La Espina (Debut Records) is a winner. Raised in Brooklyn, Carmin was discovered by Lopez at the Tijuana Cat night club in New York City. Lopez had also discovered Virginia Lopez their some years ago. Arrangement and musical direction is by Hector Garrido, a master musician. Quitame La Es-

pina, written by Sofia Roger, native of Bogote, Columbia, is the start of a magnificent career for Carmin. A congratulations to Carmin and Charlie Lopez.

Best bets, Lo Mejor de Justo Betancourt, New Junior Gonzalez Album is a smash, orquesta Cimarran is great. Great from Santo Domingo Bonny Cepeda's y Jonny Ventura's new album and the new combo lead singer, Jerry Rivas makes people forget Andy Montañez, former San Joséan. Charles Lopez sends best wishes for the New Year and also from the Latin broadcasting staff of KKUP-FM.

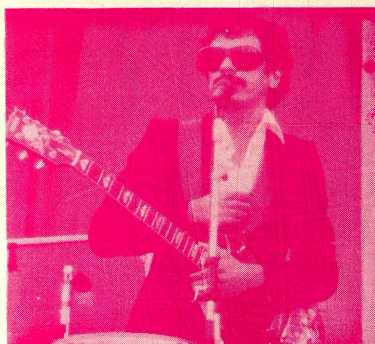
SANTANA'S MOONFLOWER

The name synonymous with Latin Rock, Santana's—Moonflower, looms as one of his greatest releases.

Moonflower has the distinction of containing everything—(Latin Rock, Soul and Jazz)—a combination reflecting all sides of the Latin sounds. From the soulful vocals of Greg Walker to the street sounds of Raul Rekow's congas.

Moonflower's salsa feeling is complete with former, original Santana member — Jose "Chepito" Areas and Oak - Mex, Latin Rock leader — Pete Escovedo.

Side one opens with DAWN—very soulful jazz — followed by GO WITHIN, a spicy number. The band then goes into a series of live tracks (CARNAVAL, LET THE CHILDREN PLAY AND JUGANDO). I'LL BE WAITING is straight soul with Carlos guitar being the only distinction of the



Santana soul and ZULU a cross of progressive jazz and funk.

Over all this album brings together the best Santana and with the addition of Pete Escovedo, the Latin feeling is even stronger. (Pete plays a mean guiro).

MOONFLOWER, Carlos Santana, fantastic.



72 S. First St.
San Jose
408/292-3134



JESSE GODINEZ welcomes
you to come in and
browse around

INTERIM ELECTRONIC NOVELTIES

BREAK AWAY FROM THE HUMDRUM AND CHOOSE
THE UNIQUE GIFT FROM OUR MANY FINE SELECTIONS

DIGITAL WATCHES—FROM \$8.95 AND UP

ELECTRONIC CIGARETTE LIGHTERS

LIFETIME GUARANTEE

VIDEO GAMES — THRILLS FOR THE ENTIRE FAMILY

AVOID THE RUSH — BUY NOW

EASY LAY-AWAY PLAN

COMPLETE DIGITAL WATCH REPAIR



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.

DIRECTORY

CLASSIFIED SERVICES/AQUI ENCUENTRA LO QUE BUSCA

Endorsed

MEXICAN AMERICAN CHAMBER OF COMMERCE ANIMALITOS y PAJARITOS PARA NIÑOS

ANDY'S PET SHOP
1280 The Alameda 297-0840

ARTICULOS RELIGIOUS

BOTANICA SAN CRISTOBAL
144 E. Santa Clara St. 292-8048

BOTANICA SANTA BARBARA
791 So. First Street 998-0648

AUTO REPAIR 984-0447

LAFAYETTE AUTO BODY SHOP
Domestic and Foreign
940 Shulman Ave., Santa Clara
CARLOS GARCIA 226-1308

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

FASHION WORLD

HOUSE OF BEAUTY
LeROY CORDOBA
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

DOWLE & MANRIQUEZ
MORTUARY—Lena Manriquez
1066 So. 2nd St. 293-3747

JEWELRY STORES—

JOYERIAS

LO MONACO'S JEWELERS
2904 Alum Rock Ave. 251-4100

Job Opportunities - Oportunidades de Empleo

SALESPERSON

Unique Sales Position
Call for two-minute recorded
message - 408/294-4445

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

*Nowadays it costs so much for wine,
women and song that there's very
little left over for luxuries.*

—Denver Post.

Dr. Juan De Heras, D.C.

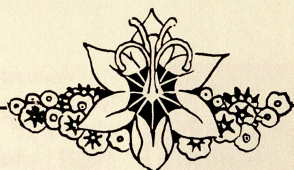
OFICINAS QUIROPRACTICAS

Casos de Accidentes Auto-
movilisticos Casa o Trabajo

TELEFONO 249-1244

2351 Forest Avenue San Jose

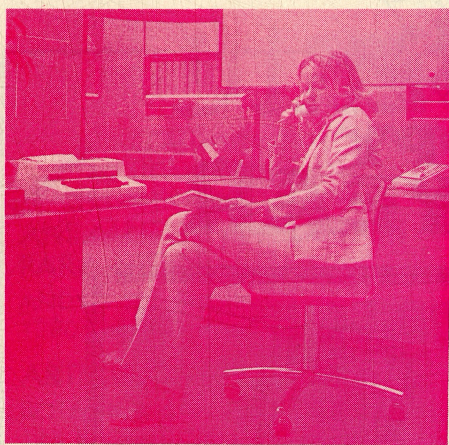
Directamente atras del
Valley Fair Shopping Center



HAPPY NEW YEAR



A Very Happy and Prosperous
1978
from El Excentrico's Garcia Family
Brian, Brent and Tiny
Elberta and Bert Garcia



BILINGUAL RAPE COUNSELORS NEEDED

Spanish-speaking women willing to volunteer as rape crisis counselors are needed to assist with the YWCA's Rape Crisis Center, according to Patricia Salazar at the YWCA, 375 South 3rd Street, San Jose; phone 295-4011.

Volunteers are trained to work with rape victims, helping them through the investigation, hospital, and court, should there be a prosecution.

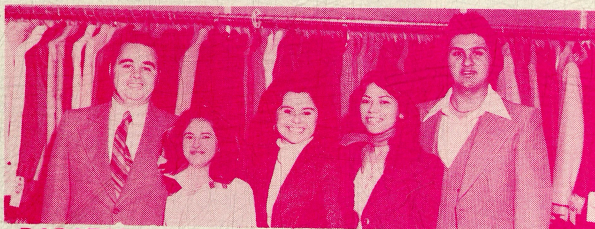
The YWCA Rape Crisis and Referral Center has a 24-hour telephone hotline (287-3000). When a call is received from a victim, the volunteer counselor returns the call and works with the victim.

Additional information about the Rape Crisis Center for YWCA program for Spanish-speaking women is available from Ms. Salazar at the YWCA.



The Texan was unimpressed by the wonders of Australia until a kangaroo hopped by. "Ah'll grant you one thing," he said to the Aussie. "Your grasshoppers are bigger than ours."

ART MARTINEZ MEN'S WEAR



BARATA!

En Art Martinez

Trajes Desde \$69.95

Sacos Sport a Mitad de Precio
Compre ahora y ahorre, estamos

Cerrando nuestra tienda en
Oakridge, tenemos tremendas
Gangas en muchos articulos
Use Nuestro Plan Lay-Away

293-3336 - 86 South 1st

Personal:

Don, Blanca, Gail, Ana, 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.

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

Bank of America/
First National/Master Charge

En el Centro de San Jose

Dr. Ivan T. Hendren

QUIROPRACTICO

Tel. 258-1615
1621 E. Santa Clara

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



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 Quiroprácticos. Sin compromiso.



PALM and CARD READING

By Linda

Advice on Love,
Marriage and Business

926-1035 Se Habla Español

289-1715

Prop. T. Guzman



Foto Mexico

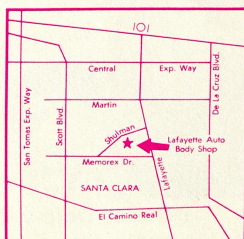
Pasaportes, Urgentes en
5 Minutos y Toda Clase de
Fotografías en Color y
Blanco y Negro

Hrs.: 9:00 a.m. a 7:00 p.m.
36 So. First St., San Jose

LAFAYETTE AUTO BODY SHOP



V.V. FIAT TOYOTA DATSUN
SPECIALISTS
FIBERGLASS & FRAME WORK

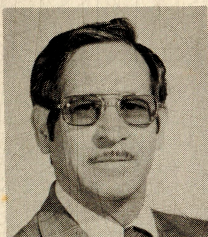


DOMESTIC & FOREIGN

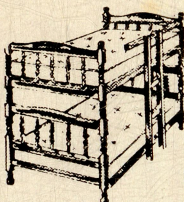


CARLOS y JOE GARCIA
SERVICIOS EN ESPAÑOL

Office 984-0447/226-1308
Open/Monday thru Saturday
940 Shulman Ave
Santa Clara, Ca.



Joe Sanchez
Proprietor



**MAPLE
BUNK
BEDS**

w/2 Mattresses,
Guard Rail,
Head Board,
Foot Board

\$199⁹⁹

E-Z CREDIT
ALL MAJOR CREDIT
CARDS ACCEPTED

**DINETTE SETS
7 PIECES**

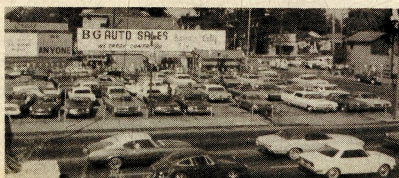
\$119⁹⁹ And Up



J J & SONS FURNITURE CO.

2155 Morrill Ave., S.J. 263-3703
(Located in Newberry's Store)

B&G AUTO SALES



Aqui Su Credito es BUENO — We Carry Our Own Contracts
Tel. 295-7601 698 S. FIRST ST.

SAN JOSE



**Elvira (daughter) &
AUGUSTIN P. VILLALOBOS**
842-5451/842-6054

AUGIES RESTAURANT

WE SERVE ALL KINDS OF MIXED
DRINKS - WE ALSO SERVE MEXICAN
& AMERICAN FOODS, ALSO TO GO

AUGIES LOUNGE

7387 Monterey, Gilroy, Ca.

**7383 MONTEREY
GILROY, CA. 95020**

"Dos Lugares Para Servir a Ud."

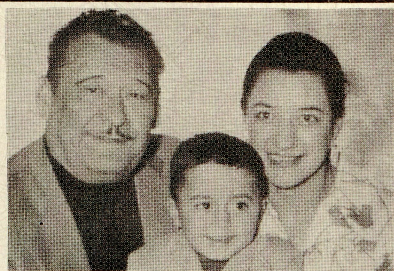
DALES'S CLUB

- 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 Eugene



!EL GIGANTE DE LAS SUPERMARKETS!

TRES TIENDAS PARA SERVIRLE A USTED

Con una linea Completa de Productos Mexicanos
y Tortillas Calientes cada hora. You'll find
Personalized Service from our friendly staff.

We carry Beer and Wine in our Liquor Department
Food Stamps Are Accepted. Come In Soon.

No.1 400 South King Road - 272-2446

No.2 1098 North First Street - 275-1480; 275-1485

No. 3 - Story & White - 926-1292



PUBLIC NOTICE/ AVISO PUBLICO

ARE YOU ONE OF THE UNFORTUNATE ONES . . .

- That suffer from those miserable, daily nagging backaches
- That gets up more tired than when you went to bed
- That makes your families life miserable because of your back problem . . .

THIS COULD BE YOUR ANSWER

Try a King Koil Spinal-Guard Mattress (new in California)

Since it was introduced to the West Coast almost one-half million people have tried it.

If this were not true we could not say it . . .

GUARANTEED BY BETTER HOMES AND GARDENS

CHIROPRACTORS HELPED DESIGN IT . . .

Spinal-Guard was designed with the help of the International Chiropractors Association. For their assistance in designing Spinal-Guard, the ICA receives a royalty from King Koil to further the research of the chiropractic profession.

Hank Coca's Furniture Discount was the 1st Selected Independent Volume Dealer for "King Koil Spinal-Guard"

Es Ud. Uno De Los Desafortunados

- Que sufre de esos lamentables, diarios y constantes dolores de espalda
- Que se levanta más cansado que cuando se acostó
- Que por su problema de la espalda hace penosa la vida a su familia.

Pruebe con colchón "King Koil Spinal-Guard"



\$99	\$299
twin ea. pc.	queen set
\$199	\$419
full ea. pc.	king set

\$50 Trade-in Allowance On Any Set



**This Could Be Your Answer.
King Koil SPINAL-GUARD®**

**HANK COCA'S
FURNITURE DISCOUNT HOUSE**

Corner 3rd & E. Santa Clara Sts.
DOWNTOWN SAN JOSE
Phone 297-9486