

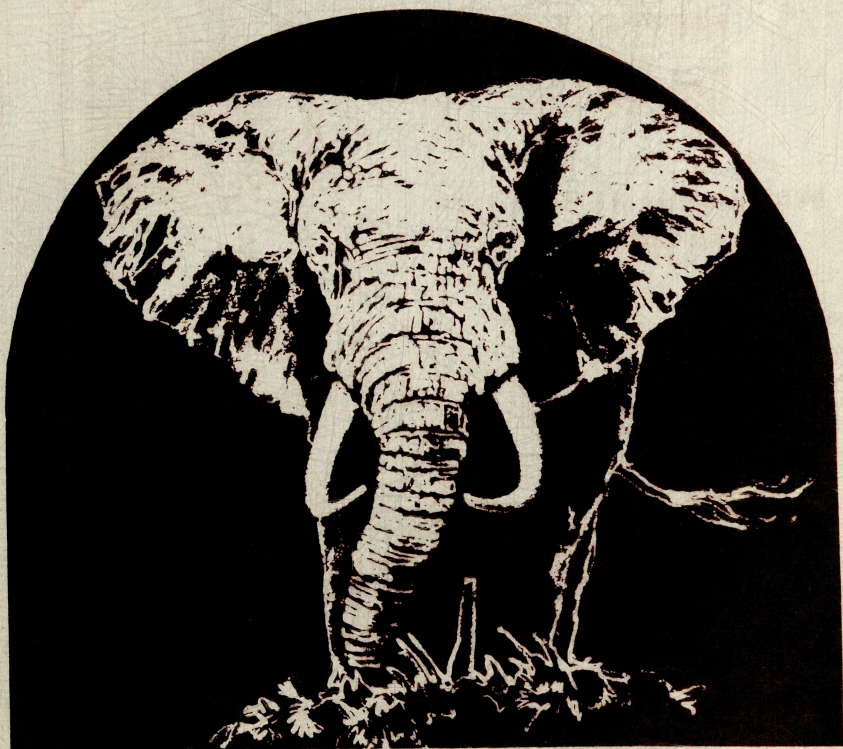
El Excentrico

29th Year

No. 24/March 20, 1979



DORINA MATA
1979 MISS SAN JOSE
G.I. FORUM QUEEN
is congratulated by a
Forum Judge
BERT GARCIA



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



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

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

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**

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

Lady Fair Market
860 South White Road
San José, California 95127

El Excéntrico

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 Orocco

29th Year, No. 24/March 20, 1979

CONTENTS	PAGE
Richard Diaz	5
De La Cerda	7
American G.I. Forum	11
Saldaña	18
Salsa	20
Community Events	24
Punch Bowl	31

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

APARTAMENTOS DE RENTA



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

Sr. Sanchez
Phone (408) 294-2050

MADAME SOPHIA

Spiritual Reader and Adviser
**ONE FREE QUESTION
BY PHONE
SPECIAL PRICE
WITH AD**

I AM NOT A COMMON READER
I DO NOT READ BY CARDS OR
PALMS, BUT THRU GOD'S
SPIRITUAL GIFT.

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

I WILL CALL YOUR FRIENDS &
ENEMIES BY NAME.

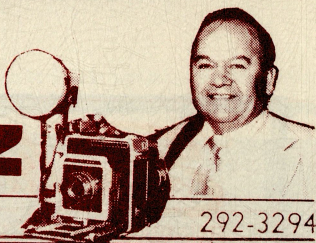
797-8722 or 791-8184
open 7 days a week
near San Jose

In our March 5th, 1979 issue,
an error credited another commit-
tee for the Cesar Chavez, U.F.W.
succssful fund raiser. We wish to
acknowledge the sponsoring com-
mittee and members.

U.F.W. Supporting Committee;
Frank Escobar, Delia Alvarez,
Esther Ono, Walter Quintero,
Evelyn Sanchez, Eleanor Abe-
tia; Sal Alvarez.

Richard Diaz

EL FOTOGRAFO DE LAS ESTRELLAS



292-3294



Publisher of Radio Prensa newspaper Rudy Belloumini and his lovely wife, Irma.



Queen Dorina Mata and Imperial Valley of Calif Club princess.



Gilbert Torres "El Panadero," Ponce and Wilfred Irizary, March Martin "El Jalinsinse", Lena 11 at Guadalajara de Notale.

HELP WANTED MANAGEMENT

Television station now accepting applications/resumes for the following permanent positions: technical director, video switcher, master control technician. First class FCC license and previous television experience required. Excellent salary and benefits.

COMMERCIAL WRITER

Good knowledge of studio and mobile production techniques a must to write effective producible copy. Experience as a commercial television writer necessary. Appropriate advertising agency experience may be applicable.

PRODUCTION SUPERVISOR

Aggressive, creative person with a minimum of three years experience in television production management. Must have background in mobile videotape production and post production techniques as well as studio management experience. Must have ability to make decisions and manage people effectively. **Please submit resume and salary history to KNTV, 645 Park Avenue, San Jose, CA 95110, EOE, M/F.**

KNTV INC. 11 abc SAN JOSE

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

I&E Meat Mkt



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

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

CARNICERIA

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

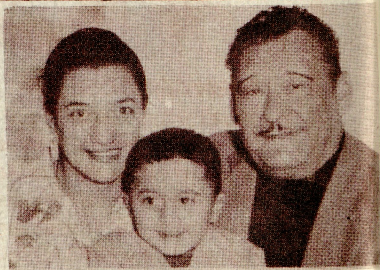
"Dos Lugares Para Servir a Ud."

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
23-9962
1614 E. Santa
Clara St., S.J.



Esposos Dale y Reyes
con hijito Eugenio



Ruben de la Cerda, dueño de Capri Inn. Queen Committee Chairman of Imperial Valley Club. Angelica De La Cerda presented the conjunto siglo 20 with a plaque for sponsoring their

first professional appearance at San Jose's own Blocker's Hall on February 16, 1979. Accepting the plaque is Rosa Lia Montiel, director of the group.

"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





California Living REALTY

Mary Siaz
Co-Owner

Martha Herrera
Co-Owner



Our Staff

Sally Coglia
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)



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.

Dr. Ivan T. Hendren / Quiropractico

Sufre de Dolor 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 QUIROPRÁCTICO 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., 6-12 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

Dorina Mata Wins Miss San Jose GI Forum Queen Competition!



FLORES MEXICANAS

Crowned By Senator Jerry Smith

DORINA MATA, 18-year old Piedmont Hills High School coed, won the highly coveted Miss San Jose GI Forum Queen contest on Saturday evening, March 17th at Santa Clara County Fairgrounds.

The daughter of Mr. and Mrs. Louis Mata of 3380 Suncrest Avenue, San Jose, the hazel-eyed, brown haired Miss Mata will represent San Jose GI Forum in the California GI Forum State Queen Finals on Saturday, June 23 in Visalia during the organization's state convention.

The Piedmont Hills H.S. senior has been a Brownie, a member of the Girl Scouts, is into Girls Powder Puff Football, and is a cheerleader.

The 19th Annual Queen Coronation Ball drew one of the largest crowds in the history of the competition. The evening began with a free champagne reception at 6:15, with the contest at 7:00 P.M. Immediately after the contest the large crowd was entertained by dancing by Los Lupenos de San Jose, Mexican folkloric dance group, and a Mariachi band.

The evening concluded with dancing to the very popular orchestra of Jess Escobar.



A proclamation declaring March 17th as SAN JOSE GI FORUM DAY IN SAN JOSE was presented to the chapter by the office of Mayor Janet Gray Hayes, with a similar proclamation from the County of Santa Clara presented by Supervisor Dan McCorquodale, a long-time friend of the San Jose GI Forum.

Miss San Jose GI Forum was crowned by Senator Jerry Smith, 12th District Legislator, who took time out from his St. Patrick's Day celebrating, to do the honors.

Present in the huge crowd were Mr. and Mrs. Juan Marcoidia, a large 9

Emiliano Zapata's

A REVOLUTIONARY DINING EXPERIENCE

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

Complimentary SANGRIA
with this AD when
served one
of our Dinner Specialties

ESPECIALIDADES MEXICANAS

**Carnes de
Calidad**

**Marisco
Exquisitos**

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



Piedmont Hills Coed Wins Miss San Jose GI Forum Crown!

delegation from the Imperial Valley Club, a photographer on a special assignment from the National Geographic Magazine, El Fotografo de Las Estrellas Richard Diaz, groups of people from GI Forum chapters in Modesto, Sacramento, San Francisco, and Visalia.



To commemorate the 20th anniversary of San Jose GI Forum the chapter presented a large plaque to Mrs. Lupe Vasquez, widow of San Jose Police Officer Ernest Vasquez, who was the first chairman of the group back in 1959. The presentation was made by former GI Forum national chairman Daniel Campos, a close friend of the Vasquez family.

The Very Special Guest of the Chapter was Miss Debarah Camille Rascon, Miss California GI Forum, who spent two days in San Jose as a

guest of the San Jose GI Forum. She is from Visalia.

Special thanks go to Mrs. Mary Caballero for the excellent job of decorating the Marie Campbell Pavilion, site of this contest for the past 6 years; to Mr. Frank Caballero who coordinated many of the events; to Mr. Pedro Gonzalez for his hard work on many committees; to Richard Gomez for an excellent all-around job on many of the details which made this event the success that it was; and to all the many members of San Jose GI Forum who worked very hard to present the 19th Annual Miss San Jose GI Forum Pageant.

Thanks also to Frank Escobar, the master of ceremonies; Linda Valdez, the queen contest commentator; and to our distinguished panel of judges who selected Miss San Jose GI Forum:

Ms. Linda Peralta,
Member of the Board
Santa Clara Valley Water Dist.

Mr. Gil Decker,
President
ESL, Incorporated

Ms. Concha Delgado,
Principal
Meyer Elementary School

Ms. Betty Broderick
Personnel Manager
Del Monte Corporation
Honorable Elva Aguilar



Bert Garcia, Don Cortese, Irma and Rudy Belloumini, and Blocker Villalba. 11

MARISCOS INDA

Mexican Food / Sea Food

ALMEJAS OSTIONES

Jugo De Camaron

Coctel De Abulon

Pescado

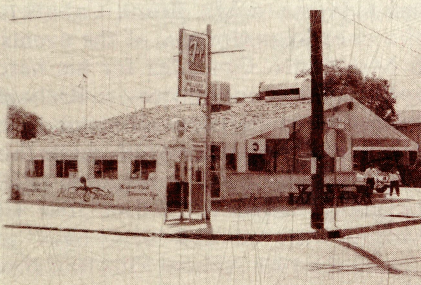
Sun-Thurs

11-11:00 P.M.

Carne Asada

Fri. and Sat.

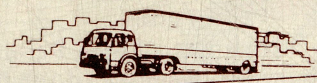
11-3:00 A.M.



408/292-2180
300 WILLOW ST.

Dos Lugares para Servirle
a usted y su familia

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



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

Judge, Palo Alto-Mt. View
Judicial District
Mr. William "Boots" Del Biaggio
President
Santa Clara Valley Dist. Co.
Ms. Sandra Escobar
Public Relations Specialist
UMBE
Mr. Humberto Garcia Jr.
Owner-Editor-Publisher
Garcia Enterprises
El Excentrico Magazine

Overfelt's State Champs Presented at Forum Ball

Ruben Castillo, Albert Perez, Arnold Perez, and Robert (Tena) Rojas, members of W.C. Overfelt High School's state championship wrestling team were introduced to the large crowd at the San Jose GI Forum Beauty Pageant.

Castillo, a 95 pound sophomore had a 34-4 record, finishing first in the League, first in the Region, 2nd in the Central Coast and second in the Hogan tourney.

Albert Perez, 115 lb. senior, went 38-4-1 in 1979, with first in the Region, second in the league, second in the CCS, and 5th in the State. He was also the Most Valuable Wrestler in every tourney in which he participated!

Arnold Perez, 120 lb. Junior had a record of 41-2. He was first in the Lincoln, Hogan and West Valley tourneys, first in the Overfelt tournament, first in the league, first in the Region, first in the Central Coast Section (CCS), and 5th in the State Championships.

Robert Rojas, 130 lb. Senior, had a 39-4 record. He was first in the league, first in the Region, and Second in the Central Coast Section.

These talented young athletes were coached at Overfelt H.S. by Jesse Barajas.

We wish Coach Barajas, these young men, and William C. Overfelt High School continued success in the future.



2nd Runnerup honors going to Josephine Mendez, Foothill College.

First runnerup in the Miss San Jose GI Forum contest was Rebecca Delgado, a senior at Yerba High School.

SEAT COVER KING

CUSTOM SEAT COVERS

We offer a Complete Auto Upholstery Shop specializing in Vinyl Tops, Diamond Tuft, Tuck & Roll, Convertible Tops, Camper Boots, Clear Plastic for Autos and Furniture. Come in and see us soon for all makes/ VW ready-made Seat Covers.



Joe

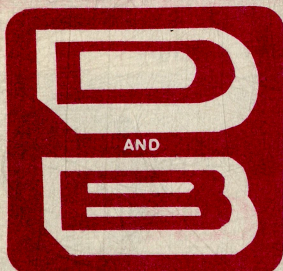


Joe and Eddie Moya

FREE ESTIMATES /286-3434

905 N. 8th ST., SAN JOSE,

(Near Hedding)

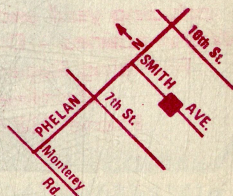


AUTO WRECKERS-295-6747

Tony Marine/Juan Lira/Co-Owners

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

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





*Lo de
San Jo*



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 RESIDENCIAL**

Baños, Línea de Drenajes,

Maquinas de Laver

Reparación de Plomería

Especialista en

Limpiar Drenajes

Phone 288-5424

Spanish-English Language Services

AURORA D. MARTINEZ

INCOME TAX SERVICE

Inmigración y Servicio de Notaria

Teléfonos

297-6166; 297-4976

80 South First Street

San José

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



Bob Himsl VW

**SERVICIO ESPECIAL
PARA TODOS**

en

BOB HIMSL VW

Sales - Leasing - Parts - Service

"SE HABLA ESPAÑOL"

BEN TREVINO



911 W. Capitol Expwy, San Jose
265-4400

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

LOS DIEZ MANDAMIENTOS DE LOS BUENOS NEGOCIOS

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

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

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

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

El Periódico Radio Prensa presenta a través de las columnas de "EL EXCENTRICO", el Directorio Hispano y Guia del Consumidor.

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

DANIEL SALDAÑA



Mexico presented a gift of 250 books to San Jose's Latin-American Library (Biblioteca Latino America) recently. Mayor Janet Gray Hayes was on hand to ac-

cept the Spanish language book collection from Mexico consulate Fernando Botello Lozano. At 690 Locust, the library is part of the city library system.

—Photo by Amy Huntoon

El dia seis de Febrero de 1979 el H. Ciudadano Consul de los Estados Unidos Mexicanos en San José, Sr. Fernando Botello Lozano hizo entrega de docientos cincuenta libros en Español que el Gobierno de México donó a la Biblioteca Latino Americana.

La Honorable Mayor de la Ciudad de San José, Sra. Janet Gray Hayes asistió a la ceremonia para recibir los libros que pasan a formar parte del material que la Biblioteca pone al servicio de la comunidad Hispano Parlante de San José.

La Biblioteca esta situada en el número 690 de la calle Locust, en su nuevo local, moderno y acondicionado, con bastante material

18

y esta reorganizando su personal directivo y administrativo. Las personas interesadas en pertenecer al personal de la Biblioteca, pueden dirigirse a la Sta. Esther McGovert en el número 180 West San Carlos St. en el cuarto piso, la Sta. McGovert puede dar toda la información necesaria.

Dr. Juan De Heras, D.C.

OFICINAS

QUIROPRACTICAS

Casos de Accidentes Automovilísticos Casa o Trabajo

TELEFONO 249-1244

2351 Forest Avenue San José

Directamente atras del

Valley Fair Shopping Center

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

— SAN JOSE —

— A —

ABARROTES y MERCADOS

CANTA MARKET
"Paco" Fernandez, Prop.
1155 Julian Street 297-1424

EL CHAPPARRAL
Conrado, Pancho, Yanna, Clodo
y Fred 998-8028; 998-2107

FOOD BOWL MARKET
Esq. 33rd y McKee Rds.

PINK ELEPHANT MARKETS
400 S. King Rd. 272-2446
1098 N. First St. 275-1480
Story & White Rds. 926-1292

ABOGADOS

Lic. EDWARD F. RAMIREZ, Jr.
The Alameda Plaza
2160 The Alameda 241-3903

ANUNCIOS (Letreros de)

J & M SIGN CO.
"Zeke" Casiano 257-8092
78 N. 26th Street 298-1049

ANUNCIOS (Venta de)

CHISME GRAFICA NEWS
EL EXCENTRICO MAGAZINE
RADIO PRENSA NEWSPAPER
274 Terraine St. 294-4040

ARTICULOS RELIGIOSOS

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

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

ASPIRADORAS -

VACUUM CLEANERS

A&M VACUUM & SEWING
MACHINES
Andy S. Marroquín, Prop.
194 W. Santa Clara St.

Muchas Gracias!

AUTOS (Enderezado y Pintura de)

ACEVEDO BODY SHOP
Gonzalo Acevedo, Prop.
10 N. Sunset Ave. 923-4833

CENTRAL AUTO BODY &
PAINT SHOP
Prop. Gabe y Carlos Velasquez
1170 E. Santa Clara St.
(Cercas esq. 24) 998-3306

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 (Partes y Accesorios)

D & B AUTO WRECKERS 295-6747
Prop. Tony Marine y Juan Lira
1726 Smith Ave. (also two shops)
Reparacion de Autos 294-3316
Auto Body Shop 294-3371

UNIVERSAL AUTO SUPPLY

"We have our own Machine Shop"
John J. Benitez 272-2176
Manuel Ramirez 272-0868
2843 Story Rd. (Se Habla Español)
Mervyn's East Shopping Center

AUTOS (Reparacion de)

GONZALES AUTO REPAIRS
Luis Gonzales, Prop.
661 Willow St. 287-6775

REYES & SON AUTO REPAIRS
Prop. Reyes Luna
1991 Alum Rock Ave. 272-5030

AUTOS (Tapeceria de) UPHOLSTERY

PAUL'S CUSTOM AUTO
UPHOLSTERY
Paul & Anthony para Serviles
333 W. San Carlos St. 295-0139 19

C/S CON SALSA



Northern California is suffering from a dreaded east coast disease called Salsarott. There are many rumored reasons why this deadly east coast sickness is affecting the west coast Latins. Many believe it is brought by air when big name Latin bands come for their Bay Area stop. The infection seems to come from these groups that have a Hollywood complex (All-Stars & Smoke with no talent). According to a mini survey taken by S. S. R. control (stop Salsarott) many people are

JESUS OROSCO

suffering from this disease. Salsarott is accompanied by Spanish fever (a la Fania All-Stars) coupled with a leathel overdose of Barrettoites the sickness seems to be spreading like wild fire. The end comes only after suffering ALSA (assembly line Salsa after-math). The infected person reaches for anything to relieve the pain. I as a Doctor of Salsa, along with my nurse, Raquel "Latin Princess" Ribeiro have been trying to combat this east coast disaster. We have personally seen people go as far as Black Sabbath. The only known cure is a mixture fo Bobby Rodriguez, Angel Canales and Ruben Blades to steady the fever. Then a 10 cc (con clave) dose of El Gran Combo, Justo Betancourt and Larry Harlow. To hold off any unexpected infections a dose of Palmieri or Barbieri should relieve the pain. One warning under no circumstances reach for A.L.S. (assembly line Salsa). Temporary relief is given but in the long run the infection spreads twice as fast. □

ART MARTINEZ



Don, Blanca, Gayle y Eddie

Abierto de Lunes a Sbado de
9:30 A.M. a 6:00 P.M.

los Viernes

Hasta las 7:30 P.M.

293-3236 - 86 South 1st

MEN'S WEAR

Compre ahora y ahorre,
estamos

Gangas en muchos articulos
Use Nuestro Plan Lay-Away

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

Bank of America/
First National/
Master Charge/VISA

En el Centro de San José

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

AUTOS (Transmission de)

GOMEZ AUTOMATIC
TRANSMISSION CO.,
Prop. Mel Gomez
291 Auzerais Ave. 293-9008

AZULEJO - TILE

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

- B -

BARBERIAS/BARBER SHOPS

PETE'S HAIRSTYLING &
BARBER SHOP
Pete, Joe, Mike y Ray
125 Post Street 279-9661

BELLEZA (Sala de)/BEAUTY SALON

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)

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

MARY'S BEAUTY SALON
1655 Tully Rd. 258-7766/258-7767
To serve you - Selerina, Sally,
Fonda, Julia & Mary Alvarez, Prop.

THE HEAD OF HAIR
"Specializing in the Natural Look"
35 So. Fourth St. 294-8985

VOGUE HAIR DESIGNERS
Hairstyles for Guys & Gals
2843-B Story Rd. at
Mervyn's 259-8985

BIENES RAICES - REAL ESTATE

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

CALIFORNIA LIVING REALTY
Mary L. Saiz, Prop. 272-3303
15 Stewart Ave. Home 258-7028

CONTINENTAL REAL ESTATE
SERVICE
Nicolas Holguin
2623 Story Rd. 295-2244

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

BUFETES A DOMICILIO - CATERING SERVICE

CARMELA'S CATERING SERVICE
Cor. McLaughlin & Fair
295-5838/791-2146

- C -

CASAS FUNEBRES/ FUNERAL HOMES

MISSION CHAPEL OF
RANCADORE & ALAMEDA
600 South 2nd St. 293-0073

CINES/THEATRES

CINE STUDIO TEATRO 292-5811
Salvador y Frances Galvan, Prop.
396 So. First Street

CINE VARIEDADES
Eva Romero, Prop.
1181 E. Santa Clara St. 293-8405

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 Ct. 279-3773 21

Alvarado

Nos ponemos a
sus ordenes para
formularle sus
reportes de Income
Tax de acuerdo a
los nuevos cambios
en la ley.



Efficient
preparation of
your Federal and
State Income Tax
returns based on
the new Tax Laws.

Income Tax Service

1635 E. Santa Clara St.

San Jose, CA 95116

408/259-1784

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

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

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



RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

THE HIDEOUT LOUNGE 279-9788
George Cruz, Prop.,
Carlos Zamora, Mgr.
1347 E. Julian St.

CONSEJOS ESPIRITUALES

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

— D —

DOCTORES/DOCTORS

DR. IVAN T. HENDREN, D.C.
Martes, Juev. Sab.
1621 E. Santa Clara St. 258-1615
Lunes, Mier. Viernes
17705-A Hale Ave.,
Morgan Hill 779-3176

DR. LAWRENCE H. STERN, Opt.
Recepcionistas: Annete, Frances
Irma para asistirles.
67 So. First St. 295-4805

— E —

ELECTRICIDAD (Reparacion de)

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

EJERCICIO (Equipo de)

**RUSS WARNER EXERCISE
EQUIPMENT**
1223 The Alameda 293-9966

— F —

FARMACIAS - PHARMACIES

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

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

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

FLORERIAS - FLORISTS

NINA'S FLORIST
80 Keyes St. 279-4585

FOTOGRAFIAS (Estudio de)

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

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

PUERTA STUDIOS

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

RICHARD DIAZ

"El Fotografo De Los Estrellas"
1131 Melbourne St. 292-3294

— I —

INCOME TAX Servicio de

**AGENCIA ZERTUCHE
INCOME TAX**
Frances Zertuche 294-0184
406 W. Santa Clara St.

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

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

CONTINENTAL TAX SERVICE
Nicolas Holquin
2623 Story Rd. 295-2244

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

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

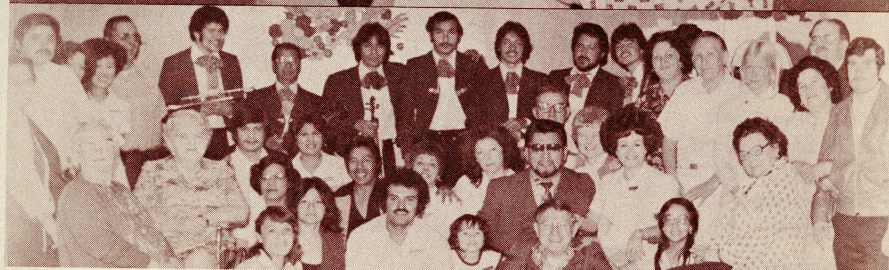
INMIGRACION (Tramites de)

AURORA D. MARTINEZ 297-6166
80 S. First St. 297-4976
(Dentro Libreria De La Rosa)

COMMUNITY EVENTS



RUDY G. BELLUOMINI



Mrs. Opal Schlesinger, owner of ARDNT'S CONVALESCENT HOSPITAL, presents a 15 year pin to her Supervisor, Mrs. Irma Belluomini for 17 years of faithful service. Looking on with admiration is l-r: Irma's husband, Rudy; Señor Juanito Acosta and Mr. Ben Schelsinger. Mrs. Belluomini would like to express her sincere appreciation for the thoughtful celebration given to her by the hospital staff on Friday, March 9th. A special thanks

to: Mrs. Francis Venier, Mary Rosario, Alfredo Marin, Fortino Bobadilla, Dorateo Torres, Martina Sandoval, Carl Shostar, Anna Castañeda, Adeline Zamora, Irene Rosales, Maria De Jesus Ulloa, Señora Sara Bodadilla, Liela Blanco, Dolores Cruz, Mr. and Mrs. Berg, Pat Faldet, Richard Kustche; the singers, Alfredo Marin and Juanito Acosta, Mr. and Mrs. Ben Schlesinger and Dr. Byron Arndt. (Photo by Gilberto Solarez, "El Foto/Prensa De Los Artistas").

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



RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

IMPRENTA - PRINTING SERVICE

COPY PRINT CENTER

Jorge De La Sierra 272-4838
326 N. Capitol Ave.

COPY QUALITY

Marcos Lee Salas, Owner 923-4400
2454 Story Rd.

GARCIA ENTERPRISES

Hermanos Garcia 294-4040
274 Terraine St.

INSTANT COPY PRINTING

George Sierra, Prop. 998-7022
1077 The Alameda

- J -

JOYERIAS/JEWELERY STORES

JOYERIA MEXICO

Aristeo Alvarez 292-3203
91 So. 1st St.

LA JOYA JEWELERS - 3 Tiendas

65 S. First St. 298-2423
520 El Paseo/Saratoga 257-7557
307-A Eastridge 238-1011
Shopping Center Propiedad de
la Familia Sanchez De Tagle

LO MONACOS JEWELERS

Familia Lo Monacos, Prop. 251-4100
2904 Alum Rock Ave.

- L -

LIBROS EN ESPAÑOL

EDITORIAL EXCELSIOR

HECTOR PEREYRA SUAREZ 293-3734; 293-3735
2 N. 1st St.

LICORERIAS - LIQUOR STORES

DAN'S BOTTLE SHOP

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

- M -

MAQUINAS DE ESCRIBER

ALLIED OFFICE MACHINES CORP.

John Zamora a sus ordenes 279-8383
174 So. First St.

MUEBLERIAS - FURNITURE STORES

FELIX FURNITURE CO.

Prop. Felix Nañez
25 West Santa Clara St.

- P -

PANADERIAS/BAKERY SHOPS

LOPEZ BAKERY

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

PANADERIA URUAPAN 272-4844

Antonio y MaElena Estrada, Prop.
1636 E. Santa Clara Street

PINK ELEPHANT BAKERY

Panificadora Mexicana
Prop. Señores Meza 923-3436
436 So. King Rd.

PATIOS (Construccion de)

CAVCO HOME IMPROVEMENTS 298-0756
1295 The Alameda

PERROS y GATOS

(Baños y Peluqueria)

SAN JOSE PET GROOMING
Virginia Delgado y Carmelita Flores 251-2011
3141 Story Rd.

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

PLAYERIAS y ROPA DEPORTIVA

RAZA RAGS

Andy Porras, Prop. 297-3562
478 E. Santa Clara St.

PRODUCTOS IMPORTADOS DE MEXICO

MEXICAN TRADE CENTER

Helen Zamora, Prop. 275-8515 25
112 So. 1st St.

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

— R —

RADIOS (Estaciones de)

RADIO KAZA 998-1290
Alberto Rodriguez, Prop.
1167 Lincoln Ave., Willow Glen

RADIO KNTA 244-1430
P.O. Box 6528, San Jose

RELACIONES PUBLICAS

RUDY G. BELLUOMINI
Advertising-Publicity-Promotions
Radio-Television-Newspapers, etc.
274 Terraine St. 294-4040

RELOJES (Reparacion de)

RENE DE LA ROCA, Prop.
12 So. First St. 295-5515

Bank of America Bldg., Rm. 806

RESTAURANTES MEXICANOS

CAPRI INN RESTAURANTE
Ruben De La Cerda, Prop.
855 N. 13th St. 295-4150

CASA VICKY RESTAURANTES
35 So. Market St. 275-9586
1765 Winchester Bl. 378-3542

DALE & REYES CAFE 923-9962
Dale y Reyes De La Cerda, Prop.
1614 E. Santa Clara Street

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

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

EL SUPER BURRITO
Ordenes para llevar a casa
155 E. San Fernando St.
(Esq. 4 y San Fernando) 209-8590

EL TAQUITO RESTAURANT
Pepe Onofre, Prop. 298-5778
26 1182 Lincoln Ave., Willow Glen

"JANITZIO'S" MEXICAN FOOD
Clara Moreno, Prop.
311 N. First St. 279-9755

JESS'S PLACE 225-3055
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
1001 S. First St. 294-6764

LAS CAZUELAS MEXICAN FOOD
Justino Venegas, Prop.
30 So. 2nd Street 297-6678

LAS ROSITA'S RESTAURANTE
Amando y Patricia, Prop.
460 E. Williams St. 297-6655

LA PALOMA MEXICAN RESTAURANT
Maria Burris, Prop.
1480 S. White Rd. 923-8600

MARISCOS INDA RESTAURANTS
Mexican Food & Sea Food
300 Willow St. 292-2188
Esq. 4 y St. James 297-5599

MARTINEZ DELI y RESTAURANTE
Familia Martinez para serviles
350 W. St. John 287-5399
(Esquina St. John y River Sts.)

MARTINEZ DELI y RESTAURANTE
Familia Martinez para serviles
350 W. St. John 287-5399
(Esquina St. John y River Sts.)

MINI MEX LONCHERIA & DELI
Alberto Aguilar, Prop.
104 So. First St. 293-4560

OLIVAREZ PLACE - Pink Elephant
Center, Manuel Olivarez, Prop.
401 So. King Rd. 272-1993

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

ROYAL TACO - Food To Go
 "Real Mexican Food" 923-2266
 Gold Circle Shopping Center
 311-B N. Capitol Ave.

SI AMIGOS - Fine Mexican Food
 Prop. Connie & Jess Bravo
 1384 Lincoln Ave. 279-9083

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

ZAPATA'S RESTAURANT
 Jose y Yaya Martinez, Prop.
 30 S. First St. 289-8797

ROPA PARA CABALLEROS
 SAN JOSE MEN'S WEAR 294-4020
 AND SOCCER SHOP
 "Sus Paisanos, Jose Mendoza B. y
 Roberto Olmos"
 89 So. First Street

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

**ROPA PARA DAMAS -
 LADIES WEAR**
 RABINS FASHIONS 238-2424
 Vestidos-Novia y Damas de Honor
 323 Eastridge Mall Shopping Ctr.

ROBERTA'S
 Eastridge Shopping Center
 Upper Level 274-2354
 Wedding Gowns - Formal Wear

ROPA PARA TODA LA FAMILIA
 SANFORD'S STORES 238-3165
 Eastridge Shopping Mall
 Story & King Rd. 258-9332
 Tropicana Shopping Center

- S -

SAIONES DE RENTA PARA FIESTAS
 BLOCKER'S HALL
 Blocker Villalba, Prop.
 1246 E. Santa Clara St. 279-3773

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

JOE'S TAILORING
 Prop. Joe Castellanos
 35 E. Santa Clara St. 298-2474

SEGUROS (Agencia de) - INS.
 RESERVE LIFE INSURANCE CO.
 Victor Soto, Agente 244-5355
 1922 The Alameda, Suite 300

- T -

TAVERNAS - TAVERNS

DALE'S CLUB
 Dale De La Cerda, Prop.
 1564 E. Santa Clara St. 923-9558

EL CAMINITO TAVERN
 Gilbert Espino, Prop.
 1281 E. Santa Clara St. 279-9854

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

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

TINTORERIAS - CLEANERS
 20TH CENTURY DRY CLEANERS
 & LAUNDRY SERVICE 294-2176
 "Call us for home delivery"
 1147 E. Santa Clara Street

- V -

VIAJES (Agencia de) - TRAVEL
 SKYLINE TRAVEL AGENCY
 1204 E. Santa Clara St. 998-2188 27

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

VIDRIOS Y ESPEJOS - GLASS

MONTEZ GLASS CO.

Everything for Home & Auto

Frank y Maria Montez, Prop.

2235 Story Rd. 926-2620

— Z —

ZAPATERIAS - SHOE STORES

CALZADO CANADA 294-6259

Leticia Sanchez, Mgr.

71 So. First Street

VOLUME SHOES - Gold Circle

Shopping Center 923-4534

Janie Villarreal, Mgr.

311 N. Capitol Ave.

— SAN MARTIN —

— T —

TAVERNAS - TAVERNS

THE NIGHT OWL 683-4708

Art Mungaray, Mgr.

13085 Monterey Rd.

— GILROY —

— A —

ABARROTES y MERCADOS - MARKETS

EL CHARRITO MARKET 842-3659

Familia Alfonso, Prop.

7638 Monterey Street

— E —

EQUIP DE CAMPO - CAMPING EQUIPMENT

SACCULLO SHOWER DOOR MFG.

AND DISCOUNT STORE 842-4860

7648 Monterey Street

— J —

JOYERIAS - JEWELRY STORES

ESMERALDA JEWELERS 842-3958

Rudy Tenes, Mgr.

28 7460 Monterey Street

— P —

PESCADERIA - FISH MARKET

TORTUGA BAY FISH & POULTRY

Familia Alfonso, Prop.

7460 Monterey St. 847-0360

— R —

RESTAURANTES - RESTAURANTS

AUGIE'S RESTAURANT & BAR

Allen y Lupe Pope, Prop.

7387 Monterey 842-5451/847-9921

LA COLMENA RESTAURANTE

Familia Yañez Guzman, Prop.

8545 Monterey Rd. 842-3211

PEPE'S RESTAURANT

Gerardo y Ramona Ozuna, Prop.

7720 Monterey St. 842-2282

RESTAURANT/OSTIONERIA - MARISCOS

TORTUGA BAY FISH & POULTRY

Familia Alfonso, Prop.

7460 Monterey St. 847-0360

ROPA PARA CABALLEROS - MEN'S WEAR

SEÑOR DAVID'S CLOTHIERS

7495 Monterey St. 847-8181

— T —

TAVERNAS - TAVERNS

ALOHA CLUB

MAURO

Mauro S. Castillo, Prop.

7287 Monterey Street 842-8974

— HOLLISTER —

— A —

ABARROTES y MERCADOS - MARKETS

GONZALEZ MARKET

Fernando Gonzalez, Prop.

1280 San Juan Rd. 637-7050

HOLLISTER DRIVE-IN MARKET

Chon Reynoso y Familia, Prop.

889 4th Street 637-5727

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

— L —

LICORERIAS - LIQUOR STORES

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

— M —

MUSICA (Discos y Cartuchos de)

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

— P —

PANADERIAS — BAKERY SHOPS

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

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

— R —

RESTAURANTES MEXICANOS

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

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

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

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

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

— T —

TAVERNAS - TAVERNS

ACME CLUB BAR & RESTAURANTE
Louis Raya, Prop.
419 San Benito St. 637-9914

— B —

BARBERIAS - BARBER SHOPS

CUCO'S HAIRSTYLING
Cuco Rodriguez, Prop.
3006 Middlefield Rd. 365-3245

BELLEZA (Salas de) - BEAUTY

CRUZ BEAUTY SALON
Cruz Caballero, Prop.
2211 Middlfield Rd. 368-7300

FLATTER FASHION BEAUTY SALON
Martha A. Richardson, Prop.
3221 Middlefield Rd. 365-1456

— G —

GRABADO- ENGRAVING

TORRES ENGRAVING
Manuel y Joanne Torres, Prop.
3205 Middlefield Rd.

— M —

MUSICA (Discos y Cartuchos)

DISCOTECA MICHOACAN
Bulfano y Marianela Gutierrez
3203 Middlefield Rd. 364-2137

— P —

PANADERIAS y TORTILLERIAS

AGUILLIA DELICATESSEN
Alvaro y Martha Arias, Prop.
Carnitas Autenticas, Sab. y Dom.
3305 Middlefield Rd. 367-8851

— R —

ROPA DEPORTIVA - SPORT SHOP

TOM HART'S SPORTS
Javier Romero para servilas
3260 Middlefield Rd. 364-1096

— T —

TAVERNAS - TAVERNS

COPA CABANA CLUB
Raul Arreola, Prop.
2855 Middlefield Rd. 364-5041

EL BRACERO BAR
Antonio Cornelio, Prop.
3250 Middlefield Rd. 365-9888 29

RADIO PRENSA

DIRECTORIO HISPANO Y GUIA DE COMPRAS

TELEVISORES (Servicio de) - TV

TELEVISION TOM

Tambien Reparamos Radios-Stereos
3219 Middlefield Rd. 366-9098

WEST BAY TV

Henry y Regina Moqui, Prop.
3255 Middlefield Rd.

368-3384/257-7440

— SANTA CLARA —

— A —

AUTOS (Transmission de)

MB TRANSMISSIONS

Mike Barbosa y Lupe Guerrero

1399 El Camino Real 246-3114

— J —

JOYERIAS - JEWELRY STORES

ESMERALDA JEWELERS 247-8318

Joe Pepe G. Valdez, Mgr.

3511 El Camino Real

Lawrence Square Shopping Center,

— R —

RESTAURANTES MEXICOS

EL MATADOR RESTAURANT

Sal Mata e hijos, Prop.

2209 The Alameda 246-5555

LA MEXICANA RESTAURANTE

Jose y Lucy Garcia, Prop.

1684 LaFayette 296-9094

ROPA FORMAL PARA DAMAS

FILOMENA'S BRIDAL &

FORMAL SHOP

Filomena Monteiro, Prop.

2251 The Alameda 243-1862

— SUNNYVALE —

— A —

ABARROTES y MERCADOS MARKETS

PROGRESO LATINO MARKET

Manuel Manzo, Prop.

30 152 So. Murphy Ave. 245-6301

— P —

PANADERIA BAKERY

SUPER PAN BAKERY

Fidel Muñoz

101 S. Murphy Ave. 746-9869

— R —

RESTAURANTES - RESTAURANTS

GILDA'S BIG APPLE

"Perros Calientes Deliciosos"

151½ Murphy Ave. 737-1221

— T —

TAVERNAS - TAVERNS

MIRAMIR BILLIARDS

Tom y Maria L. Perry, Prop.

103 So. Murphy Ave. 738-9910

— MT. VIEW —

— A —

ABARROTES y MERCADOS - MARKETS

967-0507

LA COSTEÑA GROCERY STORE

Daniel y Lupe Savalza, Prop.

2078 Old Middlefield Way

BELLEZA (Sala de) - BEAUTY SALON

HECTOR'S. BEAUTY SALON

Hector Castaño, Prop. 964-3434

1954 Old Middlefield Way

RESTAURANTES - RESTAURANTS

BETO'S CASA BLANCA

RESTAURANTE

Roberto Quintana, Prop.

1407 W. El Camino Real 967-3132

LA CABAÑA MEXICAN FOOD

Ralph Reyes, Prop.

112 Castro Street 967-9695

LA FIESTA RESTAURANTE & BAR

Arturo y Rosalina Garcia, Prop.

240 Villa Street 968-1364

LA POBLANITA RESTAURANTE

Everado y Irene Teruel, Prop.

209 Castro Street 967-1993

The Punch Bowl



by Kharis Avril

The earthy column with the Latin touch.

Hullo luv! Hola carino! Allo, Allah como va la cosa . . .

"ECLIPSE TOTAL DE SOL"
—TOTAL ECLIPSE OF THE
SUN — 1979.

Thrilling moments of dadrkness shortly after 8 a.m., February 26, were spread across a 180 mile belt of Oregon, Washington, Idaho, Montana, North Dakota, central Canad and Greeland, with at least partial observations sighted in our own area of northern California.

The United States won't see another such spectacular celestial extravaaanza during this century.

In Portland, Oregon, usually cloudy and rainy this time of year, clouds miraculously condescended to lift and allow thousands of "eclipseers" to contemplate their once in a lifetime spectacle . . . and Helena, Montana, also had an unobstructed view.

The Pacific Northwest became the center of a convention of scientists, amateur astronomers, photographers, and eclipse fanatics who came from all over the world to experience the dramatic event.

— LOS ALTOS —

RESTAURANTES - RESTAURANTS
MAMA NEY'S MEXICAN
RESTAURANT

Mac Adame, Prop.

4880 El Camino Real 969-1510

ADVERTISE IN EL EXCENTRICO
CALL 408/294-4040

Months before the Feb. 26 date, the aficionados were planning to be on the right spot at the right moment, to make their own observations in order to tell their grandchildren about it. What dismay and disappointment if even a small cloud had drifted by at the precise moment of truth.

It is only occasionally that the moon is just the right distance—that is less than 218,000 miles from the earth's surface—for it to come between our planet and the sun so as to throw its shadow upon some part of our globe. The band covered by the shadow is never very wide, and the shadow fits about this track at a rate of more than a thousand miles an hour.

So when the moon slips straight in between us and the sun, and the conditions are right, we do not see the sun at all. We see only the dark moon-ball surrounded by the glory of the sun's corona—crown.

This fantastic sight lasts but minutes — sometimes only seconds.

So on Feb. 26, the sun rose on a bright morning in midwinter, but a few minutes after 8 a.m. a bit of shadow appeared on the western edge of the sun-disk, and kept progressing until the sun was darkened.

First the sickle, then the light of day dimmed to a soft gray dusk of twilight, and then it was night.

The stars were seen to shine, and streets light still on shone like stars, and people avoided looking at the skies unless they were wearing eye protectors.



Economic and Social Opportunities
ELECTION CONFERENCE

Saturday, April 7, 1979 — 12:00-3:00 P.M.
San Jose City College — 2100 Moorpark Ave.
Auxiliary Gym

The purpose of this election is to select two ESO Board of Director representatives to serve on **behalf** of the low-income community of Santa Clara County.

VOTER ELIGIBILITY

To vote for a candidate for a vacant, low-income sector seat a person must meet the following criteria:

1. Must be at least eighteen years of age.
2. Must have been a resident of Santa Clara County for at least six (6) months prior to the date of the election.
3. Must be eligible for services from ESO's CSA funded programs as determined by the most recent income requirements set forth by the Community Services Administration.
4. Must be present at the election conference. No voting by proxy or absentee voting will be permitted.

All persons who wish to vote at an election conference must sign a card certifying that they meet the above criteria.

Size of family unit	Nonfarm family
1	\$3,140
2	4,160
3	5,180
4	6,200
5	7,200
6	8,240

For family units with more than 6 members, add \$1,020 for each additional member.

CANDIDATE ELIGIBILITY

Candidates need not meet Poverty income guidelines. **For further information call ESO 408/998-3020.**

ESO

CONFERENCIA DE ELECCIONES

SABADO, 7 DE ABRIL 1979 — 12-3 P.M.

SAN JOSE CITY COLLEGIO — 2100 MOORPARK AVE.

SAN JOSE

GYMNASIUM

La intención de las elecciones es para escoger dos representantes en la mesa directiva de ECO representando la comunidad de bajos ingresos en el Condado de Santa Clara. **Para mas información llame a ESO al numero 408/998-3020**